THE RHETORICAL STRUCTURE AND PERSUASIVE PRINCIPLES USED IN MALAYSIAN SMARTPHONE WEB ADVERTISEMENTS

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RHETORICAL STRUCTURE AND PERSUASIVE PRINCIPLES USED IN MALAYSIAN SMARTPHONE WEB ADVERTISEMENTS

ABSTRACT

The aim of this study is to identify the rhetorical structure used in Malaysian smartphone web advertisements. This study also aims to identify how the principles of persuasions are realised in the Malaysian smartphone web advertisements. The five websites used for the purpose of this research were selected based on a Google Search which indicated the top five most popular and accessed websites. The first five websites that were shown and selected were www.11street.com.my, www.directd.com.my, www.satugadget.com.my, www.ipmart.com.my and www.lazada.com.my and 11street.com.my. The five smartphone models and brands were selected based on the latest International Data Corporation (IDC) Quarterly Mobile Phone Tracker which was recorded in the year 2016. The moves found in the web advertisements were identified using Bhatia's framework for advertisements (2004) while the principles of persuasions used in the web advertisements were identified using Cialdini's principles of persuasion (2007). The findings of this research showed that the moves in the advertisements not only serve the communicative purpose of informing and introducing the details of the smartphones to the readers but also persuade them to buy the product. It was also found out that the smartphone web advertisements have some moves that were not specified in Bhatia's framework for advertisements (2004). In short, this study is able to add on some literature in the field of genre analysis and also enrich the framework proposed by Bhatia (2004) for a specific product.

Keywords: rhetorical structures, principles of persuasions, smartphones, web advertisements

STRUKTUR RETORIK DAN PRINSIP PUJUKAN YANG DIGUNAKAN DALAM IKLAN LAMAN WEB TELEFON PINTAR

ABSTRAK

Tujuan kajian ini adalah untuk mengenal pasti struktur retorik yang digunakan dalam iklan telefon pintar dalam laman web Malaysia. Kajian ini juga bertujuan untuk mengenal pasti bagaimana prinsip pujukan dicapai dalam iklan web telefon pintar Malaysia. Lima laman web yang digunakan untuk tujuan penyelidikan ini dipilih berdasarkan carian Google yang menunjukkan lima laman yang paling popular dan laman web yang paling yang dilayani iaitu www.11street.com.my, www.directd.com.my, www.satugadget.com.my, www.ipmart.com.my dan www.lazada.com.my dan 11street.com.my. Lima model dan jenama telefon pintar dipilih berdasarkan *International Data Corporation (IDC) Quarterly Mobile Phone Tracker* terkini yang dicatatkan pada tahun 2016. Struktur yang terdapat dalam iklan web telah dikenalpasti menggunakan kerangka iklan yang dicadangkan oleh Bhatia (2004) manakala prinsip pujukan yang digunakan dalam iklan web telah dikenal pasti menggunakan prinsip pujukan Cialdini (2007). Penemuan kajian ini menunjukkan bahawa struktur iklan tidak hanya berperanan sebagai alat komunikatif untuk memaklumkan dan memperkenalkan butiran telefon pintar kepada pembaca tetapi juga meyakinkan mereka untuk membeli produk tersebut. Selain itu, didapati bahawa iklan web telefon pintar mempunyai beberapa struktur yang tidak dinyatakan dalam kerangka Bhatia untuk iklan (2004). Pendek kata, kajian ini dapat menambah beberapa kesusasteraan dalam bidang analisis *genre* dan memperkaya kerangka yang dicadangkan oleh Bhatia (2004) untuk produk spesifik.

Kata Kunci: struktur, retorik, prinsip pujukan, telefon pintar, iklan laman web

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

This study intends to identify the rhetorical structure used in Malaysian smartphone web advertisements and also to know how the persuasion principles were realised in the web advertisements. This study aims to explain how the texts in Malaysian web advertisements were used to achieve their purposes by identifying the rhetorical structure used in the smartphone web advertisements. In addition, this study also aims to identify how the online readers are persuaded when reading the web advertisements. This chapter contains the background of research, statement of problem and significance of the research. It also contains the aim of research as well as the research questions. Other than that, it also has definition of some key terms and the limitations of the study. In short, this chapter provides the brief overview of this research and its significance.

1.2 BACKGROUND OF STUDY

Purchasing of things was initiated by human centuries ago with barter system where things were exchanged according to their needs. A gradual transformation occurred in the methods of purchasing as civilization of human kinds progressed. In the current scenario, products and services are often being advertised in variety of methods in order to reach the target market. Products and services can be advertised through online advertisement, social media marketing, newspaper advertisement, radio advertisement, television advertisement, public speaking, flyers and through many more methods. Advertisement of products and services is a vital element in business as it provides the details of the products or services besides convincing people to buy them.

Before the popularity of online advertisement, promotion of products and services was mainly done using sales promotion letter. According to Bhatia (1993) 'a sales promotion letter is an unsolicited letter addressed to a selected group of prospective customers in order to persuade them to buy a product or service. The sales promotion letter must be able to capture readers' attention, sustaining their interest and eventually convincing them to buy the product or service'. There are a number of communicative purposes of sales promotion letters which Bhatia (1993) had in his book. According to him, the main function of a sales promotion letter is persuasive where it should elicit the desired response from its readers. The letter should offer an appraisal of the product or service besides capturing the attention of the potential customers. It also should contain some details of the product or service and encourage further communication between the seller and customer. These communicative purposes are can also be applied to online advertisements which are trending now.

In line with the constant advancement of technology, online shopping is also emerging as the newest and popular method of purchasing products and services. Online shopping is the behavior of consumer in an online store or a website used for online purchasing - purpose (Monsuwe, Dallaert & Ruyter, 2004). This method of shopping can be done using credit or debit cards via internet. In order to purchase the desired product, consumer has to understand certain information which are very important such as specific details of the product, payment details, delivery details of the ordered products and many more. Providing necessary details is one of the strategies of convincing the readers to buy the products or services. According to Labrador, Ramon, Moreton, & Gonzalez (2014) 'all advertisements share the communicative purpose of presenting the product in such a way that the reader is convinced of its value and considers buying it'. In simpler words, the

advertisements should be able to persuade the readers to buy the products by providing the required information.

The information that should be provided in an advertisement can be divided into persuasive information and objective information. Objective information is the details of the product or services that the intended buyers should know. It should be presented in such a way that it convinces the readers to purchase the product of services. A study by Labrador et al. (2014) shows that persuasive elements and objective elements which carry information in an advertisement should be combined in an apt way. If the information is presented in an appropriate way, the readers will be persuaded to buy the products or services as, they have been provided with necessary information and being convinced of the value of the products or services.

Besides combining persuasive elements and objective elements in an advertisement, it is also a must to use appropriate rhetorical structures and persuasive languages. Labrador et al. (2014) have said that "textual features comprise all the linguistic elements used to describe the product and convince the potential customers. In addition to these verbal elements, in the case of online advertisements, many non-verbal elements are at play too: pop-up windows, hyperlinks, pictures, banners, videos, demos and so on". Besides that, it is also added that an adequate lexical items should also be used in online advertisement (Labrador et al., 2014). In other words, it is vital to use appropriate linguistic and non-linguistic features in online advertisements in order to make the intended readers to make a purchase.

In Malaysia, there are some websites that sell products and services online. A wide range of products are sold online covering almost every products used by people in their daily life. For example, things like household items, fashion products, foods, baby things, sports products, electric and also electronic products are among the products that are sold online targeting the local citizens. The purpose of this study is to identify the rhetorical structures and persuasive principles used in Malaysian web advertisements of smartphones.

1.3 DEFINITION OF KEY TERMS

In this section, the important key words will be defined and discussed. Four important key words that were defined are smartphone, internet, rhetorical structures and persuasion.

1.3.1 SMARTPHONE

Smartphone is a device which has been commonly used by everyone around the world. In the history of smartphones, the first smartphone which was launched in the year 1994 is a leaping of point of the evolution of the smartphone devices. It is named as IBM Simon which had features and functions like touch screen, email, fax, calendar and other applications (Shen & Su, 2019). The first Apple iPhone released had functions and features like iPod video, eight hours talk time, 250 hours of battery standby and also came with a wide LCD screen while the iPhone with a touchscreen was released in the year 2007 by Steve Jobs (Shen & Su, 2019). In short, smartphones have faced notable changes over the years through evolution process.

Continuous evolution of the functions and features of smartphones have contributed to the production of well advanced smartphones. Today, smartphones are equipped with features like dual camera, facial recognition, high definition screen, waterproof features, super-fast browsing and many more. Besides making voice calls and video calls, a smartphone also can be used to browse WEB, send emails, play games, run mobile applications which are downloaded from Internet and also navigate with GPS. Due to their advanced technology, smartphones which have numerous functions other than making calls and sending text messages, they have been a part of people's life (Samaha & Hawi, 2016). People of all ages worldwide feel inseparable from their smartphones. (Lepp, Li, Barkley, & Salehi-Esfahani, 2015). People also use smartphones for social networking purposes like answering e-mails, sending messages and playing games (Martin, Costa, Oliveira, Goncalves & Branco, 2019). Smartphones also have the capacity to be used in private and also in professional lives (Martin, et.al, 2019). They have influenced the way people communicate in personal and work life (Derks, Bakker, Peters & Wingerden, 2016). In short, advancement of technology has caused evolution of smartphone features and functions which make the people to use it for various purposes in their personal and professional lives.

In line with the advancement of smartphones, the ownership of smartphone has also increased over the years. It was reported that a median of 21% of people from emerging and developing countries own smartphones in the year 2013 (Poushter, 2016). This figure increased in the year 2015 where emerging and developing countries contributed a lot to the increase of figure from 21% to 37% (Poushter, 2016). The global sales of smartphones in the first quarter of 2016 had an increase of 3.9% when compared to the sales in 2015 (Gartner, 2016). However, global smartphone sales declined 2.7% in the first quarter of 2019 which were 373, 001 units (Gartner, 2019). This decrease in global sales of

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smartphones is not equivalent to the decrease of ownership of smartphones. On the other hand, those figures of smartphone sales give an overview of how many people around the world purchased a smartphone. In our daily life, it is common to see people of all ages holding a smartphone for multiple purposes.

1.3.2 INTERNET

The online world became more popular in 1990 after World Wide Web was invented by Tim Berners-Lee (Andrews, 2019). A median of 45% of people from emerging and developing countries used Internet in the year 2013 where the figure increased to 54% in the year 2015 (Pousher, 2016). In a survey which was carried out across 40 emerging and developing countries in the year 2015, three-quarters of adults used Internet at least once a day (Pousher, 2016). According to the Worlds Internet Usage and Population statistics of 2019, 56.8% of people around the world access the Internet (Internet World Stats, 2019). Among the Internet users, millennial who are those aged between 18 to 34 are more likely to use Internet as well as smartphones where a study shows that the young Internet users also participate in social networking at higher rates than the older Internet users (Pousher, 2016). In short, the number of Internet users is rising over the years where Internet is being used for various purposes through many types of electronic devices.

One of the many roles of Internet is as an online marketplace. A webserver is required to support an Internet website where a fast available market is found (Sheehan & Yalif, 2001). Prequalified buyers and sellers have to pre-register in the website in order to sell and buy products and services in the online market place (Sheehan & Yalif, 2001). In sum, online marketplace is an emerging virtual shopping space which popularly used by technology savvy sellers and buyers.

1.3.3 RHETORICAL STRUCTURE

Rhetorical structure is basically the moves found in the text. Move is a section of a text which has its own purpose. It also plays a role in the overall communicative purpose of the advertisement (Biber, Connor & Upton, 2007) (as cited in Labrador, Ramon, Alaiz-Moreton, & Gonzalez, 2014). For example, a phrase which provides detail about a product and another adjectival phrase which functions to persuade the readers are the examples of the moves that could be found in an advertisement. As a whole, these moves perform the communicative function of the advertisement genre which is to provide persuasive information and also objective information.

1.3.4 PERSUASION

Persuasion is anything that involves shaping or moulding attitudes (Perloff, 2010) (as cited in Bolatito, 2012). The writer also added that persuasion is to influence other people's minds and changing their attitudes (Perloff, 2010) (as cited in Bolatito, 2012). Persuasive elements are very important in this advertisement genre as it is one of its' communicative purpose. Persuasive elements are not only limited to linguistics features but it comprises many techniques like "adjective, adverbs, alliteration, anecdotes, connotations, exaggeration, imagery, evidence, logic, metaphor, pun and others" (Lamb, 2013). In short, these persuasive elements are very important in an advertisement to persuade the readers to buy the products.

1.4 AIM OF STUDY

This research aims to identify the rhetorical structure used in Malaysian smartphone web advertisements and to identify how the principles of persuasions are realised in the Malaysian smartphone web advertisement.

1.5 RESEARCH QUESTIONS

This study aims to answer two research questions as follow:

1. What is the rhetorical structure of Malaysian smartphone web advertisements?
2. How are the principles of persuasions realised in Malaysian web advertisements of smartphones?

1.6 SIGNIFICANCE OF RESEARCH

A website advertisement should have all the information that is needed by the internet users to read the provided information and get convinced to buy the products or services that they wanted. In persuading the readers to buy certain products online, the writer of an online advertisement should be knowledgeable on the typical rhetorical structures and available linguistic resources (Labrador et al., 2014). The advertisers should include certain rhetorical structures in their advertisement which are necessary in persuading the readers to buy the products. Smartphones are one of the items available online for purchasing but do Malaysian website advertisements provide the necessary rhetorical structures that can persuade the readers to buy the products?

There are some researches related to this topic that have been done. The study done by Labrador et al. (2014) focuses on the persuasive language and rhetorical structure in the online advertisements. It is mainly about rhetorical analysis in English and Spanish text besides analyzing the English persuasive language in the online advertisements of electronic devices which was carried out to develop online software. Besides that, there is a study done by Mustafa, Kahar, Bunari, Zakaria and Habil (2012) which focuses on persuasive elements in online direct response sales letters. A genre-based analysis was done by Li Yong Qing (2013) to explain the use of advertising language in Malaysian hotel advertisements to achieve their advertising purposes. However, there is no research that studied the Malaysian smartphone web advertisements. This study will be able to fill in this gap by identifying the rhetorical structure used in Malaysian smartphone web advertisements and also identify how the principles of persuasions are realised in the web advertisements.

There are three parties to whom this study will be beneficial. The three parties are the web advertisers, the online buyers and the academicians. As for the sellers of the smartphones product, the result obtained from this research will be a guide for them to advertise their products online. This will give them ideas on rhetorical devices and persuasive principles which are mostly used in this genre of advertisements. They will be able to create effective web advertisements by utilising the rhetorical devices and persuasive elements in their web advertisements.

Besides benefitting the sellers, this research is also useful for the online buyers as well. People tend to buy products or services online due to the convenience of the online shopping. Sufficient information provided in a web advertisement will help the buyers to purchase the products needed as it will help them to make a choice. People will be benefitted as they will be able to get persuasive and objective details about the products that they want to purchase online. Besides providing a guide for the advertisers and benefitting the customers, this study will also be beneficial for the academician too as it provides the rhetorical structure used and how the principles of persuasions are realised in the smartphone web advertisements. This findings of this study can be further researched on by other academicians in future with different data. In addition, the rhetorical structure that is found out through this research can be used to analyse other similar advertisements.

1.7 CONCLUSION

In conclusion, this introduction chapter has discussed the background of the study. It also defined and discussed some important key terms like smartphone, Internet, rhetorical structure and persuasions. It also stated the aim of the study and research questions.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, definitions and discussions of some important key words like advertisements, genre and genre analysis are provided. This chapter also discusses the types of advertisements, the factors that influence consumer behaviours, online advertisements and online shopping. It also discusses the three approaches to genre analysis which are English for Specific Purposes approach, the functional-systemic approach and the New Rhetoric School approach. The two important frameworks that are used for the purpose of this research are also discussed in this chapter which are Bhatia's (2004) Model of advertisement and Cialdini's (2007) Principles of persuasions. Some relevant past researches and their findings are provided in this chapter.

2.2 ADVERTISEMENT

2.2.1 DEFINITION OF ADVERTISEMENT

The word "advertising" originated from the Latin word "adventure" (Bai, 2018). It means 'to catch the public's attention and lead them to certain direction' (Bai, 2018). Kathpalia (1992) defines advertising as 'any controlled form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor that is used to inform and persuade the selected market'. Advertising is 'a set of communication or activities which deliver information to the public by capturing the target consumers' attention (Ducoffe, 1996). Advertising is 'a form of non-personal communication to present and promote ideas, goods or services' (Kotler, 2000). Advertising is also described as 'the non-personal communication, which is usually forceful and paid for in nature about commodities, services or ideas by specific organizers through a variety of media' (Zhaojing, 1991). Different types of media channels like magazines, direct mail, radio,

television, newspaper, outdoor displays or the Internet are used to present the non-personal communication (Lee & Johnson, 1999; Crystal & Davy, 1983).

In an attempt of getting the products or services that are made and developed reach the intended market, advertisement is used as a marketing tool. With this approach, the business of the product or service will be promoted and accelerated. Besides that, it will also create a situation where the people will be benefitted by getting the product or service that they wanted for their own purposes in life. Williamson (1978) argued that "advertisements are an inevitable part of everyone's lives, even if one does not read a newspaper, watch television, the images posted over our urban surroundings are inescapable". In other words, advertisement is a part of our life where promotion of a product or service benefits two parties which are the buyers and the sellers.

2.2.2 CHARACTERISTICS OF ADVERTISEMENTS

According to Kathpalia (1992), there are three characteristics of advertisements which are to inform, to persuade and for selected market. Hence, it could be said each advertisement perform two functions which are to inform customers about the services or products and also to persuade them to purchase the services or products. The prime motive of informing the customers about the products or services is not to educate them. By informing the customers about the products and services, the customers will also be persuaded to purchase the products or services. There are also other factors that influence the customers desire to buy the products or services which will be further discussed in section 2.4.3. The third characteristic of advertisements is it is for selected market (Kathpalia, 1992). A certain type of advertisement is created only for a selected target

market where an advertisement is not meant for everyone. These three characteristics are the common characteristics of advertisements in general.

2.2.3 TYPES OF ADVERTISING

In our everyday life, we come across a plenty of advertisements in different forms. Advertisements can be categorised into two groups which are commercial advertising and non-commercial advertising (Torben & Schroder, 1985). Commercial means 'concerned with or engaged in commerce' and also 'making or intended to make a profit' (Commercial, 2019). Hence, commercial advertising can be described as advertisements that are intended to make profit by selling product or services while non-commercial advertising are non-profitable advertisements meant for spreading knowledge or creating awareness. Commercial advertisements can be further divided into three categories which are prestige or goodwill advertising, industrial or trade advertising and also consumer advertising (Torben & Schroder, 1985). The phrase "consumer advertising" means 'the activity of making products or services known to the public and persuading people to buy them' (Consumer advertising, 2019). Therefore, smartphone advertisements are also an example of consumer advertising.

Both the commercial and non-commercial advertisements reach the target market through a variety of media like magazines, direct mail, radio, television, newspaper, outdoor displays and the Internet (Crystal & Davy, 1983). There are many types of advertisements that are available in the online media. These online advertisements can be grouped into two which are display-based advertising and search-based advertising (Khan, 2007). These two types of online advertisements vary in terms of the pattern in which they appear. Search-based advertisements make use of the search engine available in the websites where the consumers can search for the intended product or services from the homepages. On the other hand, display-based advertisements just appear on a webpage like social networks without searching for them. The advertisements used for the purpose of this study are search-based type of advertisements as the smartphone models were searched in the homepage of each website.

2.2.4 FACTORS INFLUENCING CONSUMERS' ATTITUDE, BEHAVIOUR AND PURCHASE INTENTION

There are a number of factors that influence the attitude, behaviour and the purchase intention of consumers in buying a product or service. Consumer psychology is explained as the 'scientific study of the behaviour of consumers' (Mullen & Johnson, 1990). 'The need to understand buyer or consumer behaviour and reasons for purchase is central to the concept of marketing goods and services to end consumers and business customers' (Wright, 2006). According to Kotler (2000), 'an individual's personal evaluation, emotional feeling and action towards some objects or ideas' are called as attitude. On the other hand, how a person behaves in a particular situation or stimulus is called as behaviour (Keller, 1993). When a person is exposed to an online advertisement, positive or negative attitudes towards the advertisement will be formed (Schiffman & Kanuk, 2000). In the case of online advertisement, consumer's view about online advertisements

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is consumer's attitude (Bauer & Greysen, 1968) where their attitude subsequently influences their behaviour, liking and purchase intention (Stevenson, Bruner & Kumar, 2000).

Purchase intention is the willingness or chances of consumers to buy or plan to buy a product or service (Wu, Yeh & Hsiao, 2011). The higher the purchase intention, the higher is the chance of purchasing (Martins, Costa, Oliveira, Goncalves & Branco, 2019). Purchase intention is affected by the consumers' attitude towards an advertisement (Mackenzie, Lutz & Belch, 1986). The desire to buy a product or service online is termed as the online purchase intention (Cyr, Kindra & Dash, 2008). There are some factors that affect consumers' attitude, behaviour and purchase intention towards a product or service.

One of the factors that influence consumers' attitude, behaviour and purchase intention towards a product or service is the advertising value. Advertising value means the 'subjective evaluation of the relative worth or utility of advertising to consumers' (Rao & Minakakis, 2003). An advertisement has high advertising value if it is based on consumers' needs (Dehgani, Niaki. Ramezani, & Sali, 2016). A specific content will be successfully delivered between advertisers and consumers if an advertisement has effective advertising value (Dehgani et al, 2016). Advertising content should be informative, entertain and credible in order to affect consumers' attitude towards online marketing (Zha, Li & Yan, 2015).

Besides advertising value, product value also influences consumers' attitude, behaviour and purchase intention. The purchase intention of a customer to buy a product mostly

depends on the product value (Schiffman & Kanuk, 2009). Product value is the evaluation of the worthiness of a product or services. Other than product value, the language used in an advertisement also influences consumers' attitude, behaviour and purchase intention. A rich language with capability of persuading people to buy products of services should be used in advertisements (Biber, Conrad & Reppen, 1998; Paglia, 2003). It also should be able to 'attract attention, motivate desire, evoke interest, create conviction and get action' (Vesterguard & Kim, 1985). In short, an advertisement should be able to display the product value effectively and also use appropriate language that will help the advertisers achieve the marketing goals.

Other than advertising value, product value and advertising language, the design of the advertisements also plays a crucial role in towards consumers' attitude, behaviour and also in promoting purchase intention. The first two minutes experience of web advertisements makes the consumers to decide whether to leave or stay in the website (Dahal, 2011). A web advertisement should be designed by considering the visual design so that the marketing target could be achieved (Duffett, 2015; Mendez & Leiva, 2015). Animated images should be used in online advertisements as it is an effective method of attracting consumers' attention (McCoy, Everard, Polak & Galletta, 2007; Nokon, Sundar, & Chaturvedi, 2001). This is because viewers will be more attracted to animated images rather than static images in online advertisements. Furthermore, text in online advertisements should be visually attractive where it should be designed to catch consumers' attentions (Paglia, 2003). Entertaining online advertisements will make the consumers to rest and refresh their eyes rather than tiring them (Paglia, 2003). In short, the physical design of any kind of advertisements should be attractive and appropriate in order to make the consumers to view, read and eventually purchase the product or services.

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Another two factors which also influence consumers' attitude, behaviour and purchase intention are security and also recommendations from others. Concerns about privacy will affect the purchase intention of consumers (Cracium, 2018). Availability of privacy control and information control increases the purchase intention of online consumers (Cracium, 2018). This is because it will make the consumers to feel secured to share their information in the e-commerce transactions as online consumers have to share their personal and credit or debit card details during an online transaction. Leaking of these important details will be very fearsome. Hence, an online consumer will feel more secured if the commerce site had privacy and information control. Besides consumers' security concerns, recommendations given by other consumers also play a great role in the commerce business. A study by Dehghani and Tumer (2015) shows that recommendations of other consumers hugely affect the purchase intention of consumers (Dehgani & Tumer, 2015). The positive and negative recommendations of fellow consumers will influence other consumer because of the power of the words of mouth.

2.2.5 ONLINE SHOPPING

With the advancement of technology, an advertisement can easily reach the intended target audience when compared to the conventional media like television, radio and written prints. Compared to the traditional media, Internet has emerged as a vital advertising space where it has permitted the businesses to expand their target of customers (Bergemann & Bonatti, 2011). The number of people who has access to Internet through gadgets like laptop, computer, tablets and smartphones has increased over the years. Internet penetration was identified as 40.3% of world population in the year 2014 which has increased 601.5% when compared to the year 2000 (Internet World Stats, 2014). Accessibility of Internet is one of the reasons of the popularity of online shopping.

Besides accessibility to Internet, there are a number of other reasons which make online retailing and purchasing possible and successful. The sellers and customers in online shopping are not affected by time, location or long distances while on the other hand, they could get more information about the products and services, compare the alternatives and shop twenty-four hours a day (Huseynov & Yildirim, 2014). Besides that, online retailing also enables the sellers to reach worldwide customers in minimum costs. According to Helmi Abu Bakar, Asyiek Mat Desa, & Muhizam Mustafa (2015), Internet advertising is considered as the most cost effective medium when compared to conventional media and it is the most effective way to achieve marketing goal. In short, online advertising can reach these technology savvy people at anytime and anywhere with less cost that the traditional advertisements failed to reach due to some barriers.

Other than the factors that promote online shopping, there are some factors that influence Internet users' behaviours and attitudes toward online shopping. Purchases are more likely to be made online if the customers are exposed to the attributes of web satisfaction and trust toward websites (Jong, Woong & Sang, 2010). Customers' web satisfaction plays an important role in online shopping as it affects purchasing of products (Sanjeev Prashar, Sai Vijay & Chandran Parsad, 2017). People with high product involvement tend to shop in shopping malls which provide more details about the products (Jong, Woong & Sang, 2010). For example, availability of product images and graphics in the online shop influences Internet users' trust level and shopping intentions (Huseynov & Yildirim, 2014). It aids the customers to analyse the product specification and quality.

Besides web satisfaction, online sellers also should be able to convince the Internet users that their privacy and security is secured during the purchasing. Customers' trust level increases when the necessary security and privacy details are displayed in the website like insurance police, security and privacy seals, pictures of products, company address and contact details, necessary details about company, refund policy and privacy policy (Huseynov & Yildirim, 2014). Online users with high level of trust towards a website tend to stay longer at shopping sites (Jong, Woong & Sang, 2010). In brief, the aspects that contribute to the popularity and success of online retailing are the accessibility to the Internet, access to information, easy availability of advertisement, web satisfaction, trust toward websites and also privacy and security control.

2.3 GENRE ANALYSIS

In this section, some definitions of genre and genre analysis will be discussed. In addition, the approaches in genre analysis also will be discussed.

2.3.1 DEFINITIONS OF GENRE

The term genre is not something new to humans as it dates back to many centuries ago. It is something that has been there since the study of classical rhetoric, literature and literary criticism (Hyland, 2004). The dictionary meaning of genre is 'a style of category of arts, music or literature (English Oxford Living Dictionaries, 2019). According to Swales (1990), genre is a 'distinctive category of discourse of any type, spoken or written with or without literary aspirations'.

In applied linguistics, there are several descriptions about genre that have been written by notable scholars. Genre is described as 'a staged, goal-oriented, purposeful activity in which speakers engage as members of our culture (Martin, 1894). Swales (1990) defines genre as 'a class of communicative events, the members of which share some set of communicative purposes which are recognized by the expert members of the parent discourse community'. Genre is also viewed 'a recognisable communicative event characterised by a set of communicative purpose identified and mutually understood by the members of the professions or academic community (Bhatia, 1993). Genre is a 'term for grouping texts together, representing how writers typically use language to respond to recurring situations' (Hyland, 2004). Genres are also highly structured and conventionalised constructs (Bhatia, 2004). In brief, genre can be described as the types of activity with the aim of communicating something to the desired community in a certain manner.

There are a number of characteristics of genre. However, the main characteristic of genre is the communicative purpose of the genre. A communicative purpose is fulfilled through communicative events where language also plays a vital role in it (Swales, 1990). Different genre has different communicative goals. According to Bhatia (1993), 'the communicative purpose is the most important factor in genre identification' where certain discourse or professional communities use typical strategies to achieve the communicative goals of the genre. For instance, a promotional genre like advertisements has different communicative goals than academic genre such as articles. A specific genre has typical structures which are generic and staged.

In the promotional discourse, there are a number of promotional genres like advertisements, promotional letters, job applications, book blurbs, company brochures, travel brochures and others (Bhatia, 1993) which intend to sell services or products to the potential customers. Each of these genres has their own generic structures which perform the desired communicative purpose. However, they are closely related in a discourse colony because of their overlapping communicative purpose like promoting products, services or ideas (Bhatia, 2005).

2.3.2 DEFINITIONS OF GENRE ANALYSIS

Genre analysis is the study of how language is used within a particular context where different genres have different structures in order to achieve different goals (Hyland, 1992). Genre analysis is an insightful and thick description of academic and professional texts which arrives at significant form-function correlations (Bhatia, 2004). 'Genre analysis adds to our understanding of how language is used within an important discourse community, and is a model of applied linguistics in its best sense – it draws on linguistic

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and sociolinguistic theory to classify the nature of language use and language learning in an educational setting' (Swales, 1990). Genre analysis is carried out with different approaches by the different scholars whom analyses different materials.

2.3.3 APPROACHES IN GENRE ANALYSIS

In applied linguistics, there are some approaches to genre which are the English for Specific Purposes (ESP) approach, the functional-systemic approach and the New Rhetoric School approach. ESP refers to 'language research and instruction that focuses on the specific communicative needs and practices of particular social groups' (Hyland, 2007). ESP is also viewed as an approach to language teaching where the learners' reason in learning is considered as the base of decisions regarding to content and method (Hutchinson & Waters, 1987).

There are a number of scholars who are well known in the field of ESP due to their established works like Swales and Bhatia. Swales (1990) proposed the CARS Model which provides the move and step analysis of introductions to research articles. The three moves provided in the model are *Establishing a territory, Establishing a niche and Occupying the niche* (Swales, 1990). On the other hand, Bhatia (1993) presents the steps of analysing written genre like the sales promoting letters as shown in Table 1.

Table 2.1: Bhatia's (1993) Steps of genre analysis

Steps	Steps of genre analysis
Step 1	Placing the given genre-text in a situational context
Step 2	Surveying existing literature
Step 3	Refining the Situational / Contextual Analysis
Step 4	Selecting Corpus
Step 5	Studying the Institutional Context
Step 6	Levels of Linguistic Analysis
Step 7	Specialist Information in Genre Analysis

Bhatia (1993) also identified the four communicative purposes of sales promotion which are *to persuade, to capture attention, to offer appraisal* and *to encourage further communication*. Each move in promotional genres perform a communicative purpose in order to achieve the goal of the genre.

Besides ESP approach, another approach in the applied linguistics is the functional-systemic approach. This theory was initiated by Halliday (1978) whom did not specifically relate it to genre analysis. Based on his model, Ruqaiya Hasan and Jim Martin developed frameworks for genre analysis where Hasan (1985) views genre as the generic structure potential which means a set of compulsory and non-compulsory elements in texts. Martin (1984) referred the different segment of a text as schematic structures. In this functional-systemic approach, genre is seen as 'a staged, oriented, purposeful activity in which speakers engage as members of our culture' (Martin, 1984). In this approach, various linguistics features of texts are explored like the grammatical metaphors, thematic structure and cohesion according to three components of social context which are the field, tenor and mode (Pho, 2013). In brief, functional-systemic approach underlines

communicative purposes and staging of a text which also focuses on the linguistics features of the text.

Other than ESP and the functional-systemic approaches, the New Rhetoric approach is also one of the approaches in the applied linguistics field. Genre is viewed as 'a conventional category of discourse based in large-scale typification of rhetorical action where it considers the social context of the situation of an action (Miller, 1984). In other words, the New Rhetoric approach 'focuses more on the sociocontextual aspects of genres and the action a particular genre aims to accomplish' (Paltridge, 1997). Hence, this approach is suitable for studies of genres from a social or sociolinguistics perspective than those from a linguistic perspective (Flowerdew, 2002). Unlike the ESP and functional-systemic approaches which focus on the staging of the text from the linguistic perspective, the New Rhetoric approach focuses on the situations in which a text is used.

2.3.4 COMMUNICATIVE PURPOSE

Communicative purpose is an important key term that is often discussed in genre analysis. A prominent explanation about communicative purpose is discussed by Swales (1990). Swales (1990) says that a class of communicative events are included in a genre. Each of these communicative events have a communicative purpose which are recognised by the discourse community. These communicative purpose also determines the schematic structure of a genre. Bhatia (1993) explained communicative purpose by extending the definition of Swales (1990). He says that communicative event which are highly structured and conventionalised is characterised by a set of communicative purpose(s). The communicative purposes are identified and understood by the members of the academic community. Martin (1992) regards communicative purpose as social phenomenon and not a psychological terms.

2.4 THEORETICAL FRAMEWORK

This research aims to identify the rhetorical structure and persuasive principles used in Malaysian based online web advertisements. In order to identify the rhetorical structures of the online advertisements, Bhatia's (2004) model on Moves Structure of Advertisements is used. In this model, there are nine moves which are headlines, targeting the market, justifying the product or service, appraising or detailing the product or service, establishing credentials, endorsements or testimonials, offering incentives, using pressure tactics and soliciting response. Besides Bathia's Moves structure of Advertisements, Cialdini's Principles of Persuasian also is used to identify the persuasion principles used in Malaysian web advertisement of smartphones. Six principles of persuasion which were introduced by Cialdini (2007) are authority, social proof, liking, commitment or consistency, scarcity and reciprocation.

2.4.1 Rhetorical structure of advertisement

Move structures are not something that is fixed and rigid. It can be varied based on the genre. CARS model which was proposed by Swales (1990) has moves and steps of Introductions of articles. This model was used by Bhatia (1993) to develop a generic structure in sales promotion letter and job application letter which is the model for promotional genre. A promotional letter should have four communicative purposes which are to persuade, to capture the attention, to offer an appraisal of the product or services and to encourage further communication (Bhatia, 1993). Later on, a model in advertisement with nine rhetorical moves and subdivided strategies was developed by Bhatia (2004) (Luo & Huang, 2015). This model of advertisement is used to identify the rhetorical structures of the Malaysian smartphone web advertisements because of the suitability and relevancy of the model to the study. The moves and the strategies of the model are shown in Figure 2.1.

1. Headline (for reader attraction)
2. Targeting the market
3. Justifying the product or service
   - by indicating the importance or need of the product or services and/or
   - by establishing a niche
4. Detailing the product or service
   - by identifying the product or service
   - by describing the product or service
   - by indicating the value of the product or service
5. Establishing credentials
6. Celebrity or typical user endorsement
7. Offering incentives
8. Using pressure tactics
9. Soliciting response

Figure 2.1 Rhetorical structure of advertisements (Bhatia, 2004).

In this framework for advertisements by Bhatia (2004), there are nine moves which are headline, targeting the market, justifying the product or service, detailing the product or service, establishing credentials, celebrity or typical user endorsement, offering incentives, using pressure tactics and soliciting responses. Move 3 of the model have two strategies which are by indicating the importance or need of the product of services and by establishing a niche. Move 4 of the model has three strategies which are by identifying the product or service, by describing the product or service and by indicating the value of the product or service.

The first move of this model which is the *headline* for reader attraction is a customary sub-move to attract readers' interest (Luo & Huang, 2015)'. Move 2 which is *targeting the market* is to offer specific messages for specific target groups according to their needs (Luo & Huang, 2015). Move 3 of this model is *justifying the product or service*. The product or service can be justified by *indicating the importance or need of the product or service and/or by establishing a niche*. This move shows why a consumer should purchase a product or services. *Detailing the product or service* which is Move 4 of this model. By *indicating the value of the product*, the readers will get to know the worth of the product (Luo & Huang, 2015).

Move 5 of this model is *establishing credentials*. This move shows how credential is the retailer as the seller of the product or services. It also shows how potential is the seller in fulfilling the needs of the customers (Bhatia, 1993). *Endorsements by celebrity or typical user* is the Move 6 of this model. Endorsements can be given by providing positive comments and feedbacks from customers which will form a reliable image of the product (Luo & Huang, 2015). Move 7 of this model is *offering incentives* which can be given in

many forms like free gifts, services, discounts and others which are offered together with the purchase of the product or service. According Kathpalia (1992) offering incentives is like 'sweeteners' in the retailing. Move 8 of this model is *using pressure tactics*. The steps taken by the seller of the product or service to make the readers take immediate actions about the product or service in an advertisement are considered as pressure tactics. *Soliciting response* is Move 9 of this model. This move is requires specific actions from the readers of the advertisements. For instance, telephone numbers are shown in the sales promotion letters so that the readers can make any queries about the product or service being advertised (Bhatia, 1993).

2.4.2 PRINCIPLES OF PERSUASIONS

Persuasion simply means the attempts made to change someone's attitude, behaviour or thoughts towards something. It also may require certain actions from others. In order to identify the persuasions method used in Malaysian smartphone web advertisements which is one of the objectives of this study, Cialdini's six principles of persuasions (2007) are used as a framework. These principles are selected to identify the persuasion strategies used in the web advertisements of smartphones for the purpose of this study. It is because these well outlined principles aided in understanding the persuasions techniques that have been used in the web advertisements. The six principles of persuasions are shown in Figure 2.2.

```
┌─────────────────────────────────────────────────┐
│ Cialdini's Six Principles of Persuasions (2007) │
│                                                 │
│   1.  Authority                                 │
│                                                 │
│   2.  Social Proof                              │
│                                                 │
│   3.  Liking                                    │
│                                                 │
│   4.  Commitment or consistency                 │
│                                                 │
│   5.  Scarcity                                  │
│                                                 │
│   6.  Reciprocation.                            │
└─────────────────────────────────────────────────┘
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Figure 2.2: Cialdini's six principles of persuasions.

Authority can be shown by displaying recommendations of experts of the products (Mustafa et al. 2012). It also can be displayed as official signature or logo (Zeilinska, Welk, Mayhorn, & Murphy-Hill, 2016). *Social proof* can be shown in the form of testimonials for products (Mustafa et al. 2012). This is because people tend to follow what others are doing as they believe everyone around them shares the same risk (Zeilinska et al. 2016). The next principle of persuasion which is *liking i*s vital as people are easily persuaded by the people that they know or people who are similar to them (Zeilinska et al. 2016). This principle increases people's trust on the service or products. It can be achieved by making celebrity endorsing the products or including words like 'beautiful women and handsome man' (Mustafa et al. 2012).

Other than *Authority, Social proof* and *Liking*, the rest of the principles of persuasions by Cialdini are *Commitment or consistency*, *scarcity* and *reciprocation. Commitment and consistency* is people's desire to commit to and be consistent with their held belief, attitudes and deeds (Mustafa et al. 2012). People will honour commitments they have previously made and be consistent with their action (Zeilinska et al. 2016). *Scarcity* is

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applied in an advertisement when an emotional response is elicited when the availability of an item or service is limited or there is only a short time frame to respond (Zeilinska et al. 2016). People find products more attractive when their availability is limited or when they stand to lose the opportunity to acquire them on favourable terms (Mustafa et al. 2012). *Reciprocation* is a social norm that obligates individuals to repay others for a service they have received (Zeilinska et al. 2016). People feel the need to reciprocate to those who do them favours or give them gifts (Mustafa et al. 2012). For instance, giving free samples for purchases or giving discounts are examples of *reciprocacity*. This model is very strategic in identifying the persuasive principles used in the online advertisements.

2.4.3 JUSTIFICATIONS FOR THE USE OF TWO FRAMEWORKS

There are two theoretical frameworks that have been utilised for the purpose of this research as discussed in previous sections. The two frameworks which are Rhetorical structure of advertisements (2004) and Principles of persuasions (Cialdini, 2007) were selected as they help to analyse the data and understand the findings of the study.

The Rhetorical structure of advertisement (Bhatia, 2004) aids in finding the objective moves and persuasive moves found in the web advertisement of the smartphones. However, with the use of Principles of persuasions (Cialdini, 2007) the persuasiveness of each move could be easily understood and labelled. The comparison between Rhetorical structure of advertisement (Bhatia, 2004) and Principles of persuasion (Cialdini, 2007) is shown in Table 2.2.

Table 2.2: Comparison between Rhetorical Structure of Advertisement (Bhatia, 2004) and Principles of Persuasions (Cialdini, 2007)

Rhetorical Structure of Advertisement (Bhatia, 2004)	Principles of Persuasions (Cialdini, 2007)
Move 1: Headline	Liking
Move 2: Targeting the Market	Liking
Move 3: Justifying the product or service • Sub-move 1:Indicating the need • Sub-move 2: Establishing a niche	Authority Liking
Move 4 : Detailing the product • Sub-move 1: Identifying the product • Sub-move 2: Describing the product • Sub-move 3: Indicating the need	Authority Liking Commitment or consistency
Move 5: Establishing credentials	Authority
Move 6: Endorsement or testimonials	Social Proof
Move 7: Offering incentives	Reciprocation.
Move 8: Using pressure tactics	Scarcity
Move 9: Soliciting responses	Commitment or consistency

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2.5 REVIEW AND DISCUSSION OF RELEVANT STUDIES

Reading and reviewing past researches helps in understanding this area of research. By reviewing other researches, some findings which are useful in this research were noted. There are some researches that are directly or indirectly relevant to this study.

2.5.1 RHETORICAL ANALYSIS

Rhetorical analysis is the study of the rhetoric that is used in a genre of a text where each move used has its own purpose. Move is 'a unit of which has particular communicative functions' (Bhatia, 1993). Each move in a genre has their own communicative purpose where all the moves used in a genre help to serve the overall communicative purpose of the genre (Bhatia, 1993). Obligatory moves and optional steps as a strategy to achieve the purpose of the each move are listed in generic structures that are found out through studies in different genres. Move analysis is 'the analysis of the discourse structure of text with a top-down approach' (Ahmed, 2015). Some studies have been done to identify the rhetoric that have been used in the different genres and to know how the rhetoric perform the communicative purpose.

An online advertisement should contain several elements in order to successfully sell a product or service online. Labrador et al. (2014) have carried out a study to reveal the rhetorical structures and the linguistics features of persuasive language in online advertisements of electronic products. This study which is a corpus-based analysis obtained its data from a corpus of 100 texts in English and 100 texts in Spanish. The data obtained in the study was used to build software for native speakers of Spanish to help them write promotional texts in English. The result of this study provides two mandatory moves in online advertisements which are 'identifying the product and purpose' and

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'describing the product'. The first move includes the name of company, name of product, applications and picture while the later move includes objective characteristics like features, models, data sheets and extra options as well as persuasive characteristics like positive evaluation and comparison.

Besides the study of the rhetoric in advertisement of electronic products (Labrador et al, 2014), the rhetorical structures used in tourism brochure were also have been studied. Luo & Huang (2015) have carried out a genre-based analysis of American tourism brochure to generalise a specific generic structure for tourism brochure with eight moves by utilizing Bhatia's move structures. The generic structures for tourism brochure provided in the study are 'attracting tourists' attention', 'targeting the market', 'establishing credentials', 'highlighting specialties', 'detailing the tourist destination', 'offering incentives', 'providing service information' and 'soliciting responses'.

In a study by Ahmed (2015), the result shows that linguistics tools like simple present and present perfect tense, passive sentence structures, verbs and nouns are used to realize the communicative purpose of the rhetoric. He studied the abstract of research articles to study the move structures that were used based on Hyland's Five Move Models for abstract of articles. Hyland (2000) proposed five moves which are *Introduction, Purpose, Method, Product* and *Conclusion.*

In short, through various studies of many types of genres, the rhetorical structures used and how they can perform the communicative function were identified by researchers. By reviewing these articles, it aids in understanding how rhetorical analysis is carried out besides exposing to the various generic rhetorical structures of different genres.

2.5.2 PERSUASION

Persuasion is 'human communication designed to influence the autonomous judgement and actions of others (Jones & Simons, 2017). Persuasion is the attempt taken to influence others' thinking, action and feeling (Jones & Simons, 2017). There are a lot of studies that have been done to know how people are persuaded in different situations and also the persuasive features of each genre. In the online promotional genre, there are also some studies that have been carried out.

Mustafa et al. (2012) have carried out a study to analyse some online sales letters to find out their persuasive features after identifying some successful online sales letter. The data for this study was collected from 29 texts in the online sales letter corpora which was later analysed in three stages. In this article, a genre analysis was done using nine sales letters from the corpora where the gathered moves and steps were fitted in Cheung's move scheme. In the second stage, persuasion principles were identified in the categorised data using Cialdini's six principles of persuasion. In the last stage, the credibility building tactics were identified using Fogg's 'Stanford's Guidelines for Web Credibility'. The findings shows that 'introducing the offer' is the most frequent move in both the online sales letter and sales e-mail. Hence, Mustafa et al. (2012) suggested viewing this move as the obligatory move. It was found out that certain moves and steps in the online sales

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letters tend to favour specific persuasion principles. For example, Move F of Cheung's Move scheme is applying 'Scarcity' principles of Cialdini's Principles of Persuasion.

Another study was carried out to find the consumers' attitude towards online advertising by Chan, Chee, Chin, & Sim (2014). The impact of four variables were tested in the study which are credibility, informative, hedonic and materialism on consumers' attitude towards online advertising such as perception, feeling and behaviour. The result shows that informative variable has the strongest relationship with the dependent variable. This result of the study indicates that an online advertisement should be informative as it will persuade the readers to buy the products or services. Besides informative, web satisfaction also persuade the readers' desire to purchase the products or services in the online media. In the study by Kim, Chung & Lee (2011) that examined which factors influence trust, satisfaction and loyalty of readers towards e-commerce services, it was found out that customers' satisfaction positively impact their trust which eventually influences their loyalty. Trust towards the online website is positively affected by the navigation functions and perceived security (Kim, Chung & Lee, 2011).

In short, there are many factors that persuade the online readers' attitude, behaviour and most importantly their purchase intention. By reviewing these articles, it helps to understand how persuasion can be analysed and how it influences people to make the decision of the purchasing a product in different situations.

2.5.3 ADVERTISING LANGUAGE

Language is a mean communication where it delivers a message between two parties. It has vital role specifically in communication as a part of our life (Sari, 2018). People and their behaviours are greatly influenced by language (Oakes, 1998; O'Keeffe & McCarthy, 2010). Advertising language is a rich language which aims to persuade people to purchase products or services (Biber et al, 1998). The language of advertising is normally positive, complementary and conveys the speciality of a product in terms of how it is different from other products (Pratiwi, Sulatra & Candra, 2019). The language of advertisements are also claimed to be complex in terms of the word choice and structures (Reppen, Fitzmaurice, Biber, 2002). In addition, it also should be very concise in order to persuade the readers (Li, 2019). Languages used in different situations are being studied by researchers who have found out some interesting results and facts.

A study done by Pham (2018) which investigated the slogans in English and Vietnamese found out that noun phrases and verb phrases are mostly used in the corpus when compared to adjective phrases, adverb phrases and prepositional phrases. In addition, the study also found out that parallelisms that are used in slogans, catch customers' attention, make the slogans memorable, persuade the readers, show emphasis and connect the customers and advertisers (Pham, 2018). Parallelism is 'the use of components in a sentence that grammatically the same or similar in their construction, sound, meaning or meter' (Literary Devices, 2019). Slogans which are words or phrases are used in advertisement to attract people's attention or to quickly suggest an idea (Pham, 2018). In brief, the use of parallelism in slogans attracts readers' attention besides promoting an idea.

To be understood and produced by people during a communication, the form and meaning in a language plays a vital role (Fromkin, Victoria,Rodman & Hyams, 2017). Sari (2018) investigated the special language style from the comments on the book cover of non-fictions. It was found out that language features like repetition and personal reference were mostly used as it bring the psychological effect on readers. Other language features like synonym, general word, super ordinate, collocation, demonstrative and comparative reference were least used in the corpus of the study. This result of the study shows that the language used in each genre is different where the specific language features are used certain genre to effectively deliver the communicative purpose of the genre.

Liu (2017) studied the verbal and non-verbal foregrounded features used in the English advertising texts. The verbal foregrounded features can be sub-divided into graphology, grammatics, punctuation and indentation. Capitalization, decapitalization, space and shape of the text are crucial in advertisements based on the study's findings about graphology (Liu, 2017). The result of a research that studied the language of a poem says that the capitalization of letters imply emphatic impression (Wang, 2012). Besides that, the capitalized words stand out more when compare to the words in small letters (Wang, 2012). In short, the capitalization and decapitalization of words carry an important role in convincing the readers of the text.

Other than verbal features, figurative features also play a crucial role in advertising (Liu, 2017). It was found that figurative features like simile, metaphor, metonymy, pun, personification and irony are used to stress the uniqueness of the product in the study carried out by Liu (2017). In the study be Pratiwi, Sulatra & Candra (2019) who carried out a linguistics analysis of Bali Tourism Advertisements, it was found that figurative

features like personification, hyperbole, synecdoche and metaphor are used in advertisements to create strong aesthetic and persuasive effect besides convincing the readers.

In addition, the choice of word that is used in texts also plays a role in delivering the communicative purpose of the text. In the study of the tourism advertisement, plural pronouns like *we* are used in the advertisement instead of singular pronouns in order to create a sense closeness between the advertisers and the readers (Pratiwi, Sulatra & Candra, 2019). Besides pronouns, the appropriate choice of verbs also should be used where verbs like stay and enjoy are repeatedly used in the tourism advertisement to attract the readers to accommodate in the hotels that were being advertised (Pratiwi, Sulatra & Candra, 2019).

In short, various researches that have been done show that languages are exploited carefully in the text so that the communicative needs of the discourses are achieved. Different language features are utilised in order to deliver the communicative purposes such as to inform or to persuade the readers. In this study, how the advertising language plays a role in the advertisements is also identified. In addition, the communicative purposes of the language are also identified and discussed.

2.6 CONCLUSION

In this chapter, some key terms like advertisements, genre and genre analysis are defined and discussed. Advertisement is discussed from the aspects of the definitions of advertisements, characteristics of advertisements, types of advertisements, factors that influence the attitude, behaviour and purchase intention of consumers and also about online shopping. Then, genre and genre analysis are defined and discussed. The three approaches in genre analysis which are English of Specific purposes, Systemic-function approach and the New Rhetoric School approach are also discussed. Besides genre analysis, the models used to analyse the data of this research are also discussed. Bhatia's model of advertisement (2004) and Cialdini's Principles of persuasions (2006) are also discussed. Lastly, some past researches related to this study are reviewed and discussed.

CHAPTER 3: METHODOLOGY

3.1 INTRODUCTION

This chapter contains the explanation of how the web advertisements were chosen and reasons behind the selection of the web advertisements, smartphone brands and its models. Besides that, it also explains how this research was carried out by providing the steps and methods used.

3.2 SELECTION OF MALAYSIAN WEB ADVERTISEMENTS

For the purpose of this research, five online web advertisements were chosen. The top five websites were selected based on the *Google* search of the keywords 'Buying online smartphones Malaysia'. The results of *Google* search are shown based on the relevancy to the keywords and also popularity of its viewers. Hence, it can be said that the top five websites shown are the most accessed websites. The first five websites that were shown and selected are www.11street.com.my, www.directd.com.my, www.satugadget.com.my, www.ipmart.com.my and www.lazada.com.my. Lazada and 11street are online shop selling variety of numerous products like clothing, electronic things, electrical things, groceries and many more. Directd and Satugadget are online shops which sell electronic things and its accessories while Ipmart sells both electric and electronic products. Selecting these websites is beneficial to the study as the rhetorical structures and persuasive principles used were identified in these mostly accessed web advertisements.

3.3 SELECTION OF SMARTPHONE BRANDS AND MODELS

The numbers of smartphone brands are emerging and innovations have been done constantly to meet the current needs and wants by the societies. For the purpose of this research only five brands were selected as this will be able to generalise the data. Selection of smartphone brands were determined based on the latest International Data Corporation (IDC) Quarterly Mobile Phone Tracker which was recorded in the year 2016. International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets (Ooi & Efendi 2017). Based on the report by IDC, Samsung is the top smartphone vendor in Malaysia in the year 2016 followed by Apple and Oppo in the second and third place respectively. Huawei brand is in the fourth place while Asus brand is in the fifth place. In short, five smartphones brands selected for this research were Samsung, Apple, Oppo, Huawei and Asus.

After selecting the brands of the smartphones, the models of each brand were selected. It was determined by selecting the top selling models in each brand in the year 2015 and 2016 based on the report by IDC. Samsung maintained its top position through the famous Galaxy J series while Apple was positioned in the second place because of the launching of iPhone 7 and 7 plus. The growth of OPPO market was due to the products like F1 series. Huawei maintained its fourth place because of the popularity of Huawei P9 series while Asus brand's fifth position was because of the products like Zenfone series.(Ooi & Efendi 2017). Based on this data, the five models selected for the purpose of this research were Samsung Galaxy J, Apple iPhone 7, Oppo F1s, Huawei P9 and Asus Zenfone 3. However, Ipmart website did not sell Oppo products and DirectD did not sell Oppo F1 series in their respective websites. However, DirectD did sell Oppo F5, the later model. Hence, it was chosen for the purpose of this study. Hence, twenty-four advertisements

were included for the purpose of this research. The twenty-four advertisements are the web advertisements of the five models of smartphones from each seller except four models of smartphones from Ipmart website as it did not sell Oppo products during the time of data collection.

3.4 DATA COLLECTION

After selecting the online smartphone sellers, the top five smartphone brands in Malaysia and its latest and top models of smartphone, data collection for this research was initiated. The web advertisements of all the four brands were printed out from their websites in December 2017. This step was taken to avoid any changes to data during the study as web advertisements are subjected to change over time. Besides that, data was mainly collected from the main page of web advertisement. However, the data was printed out in black and white. The documents were scanned using a scanner to digitalise the data. Hence, this cause the figures in the discussion section of this study to be slightly unclear. To solve this issue, the figures only were selected from the clearest documents for the discussion.

3.5 VALIDATION OF DATA

One of the ways to determine the validation of data is through triangulation. In this research, two types of triangulations are used to determine the validity of the data which are theory triangulation and data triangulation. Firstly, two frameworks were used in analysing the data in this research which are Bhatia's (2004) rhetorical structure of advertisements and Cialdini's (2007) Principles of Persuasions. Using more than one theory in study is called as theory triangulation. In this research, two theories are used to determine that the result of this research is valid. Besides theory triangulation, data triangulation also was employed in this research to make sure the data is valid. In addition, an inter-rater verified the analysis of the findings in order to make sure that the moves and principle of persuasions are labelled accordingly. The declaration form by inter-rater is attached is Appendix 6.

3.6 RHETORICAL STRUCTURE AND PRINCIPLES OF PERSUASIONS USED IN WEB ADVERTISEMENT

After selecting the online smartphone sellers, the top five smartphone brands in Malaysia and its latest and top models of smartphone, data collection for this research was initiated. The web advertisements of all the four brands were printed out from their website in December 2017. This step was taken to avoid any changes to data during the study. Besides that, data was mainly collected from the primary page of web advertisement. The rhetorical structures found in the web advertisements were identified using Bhatia's Framework for advertisements while the persuasive principles used in the web advertisements were identified using Cialdini's principles of persuasion. Bhatia's model of advertisement was chosen mainly because it provides a detailed framework for move-analysis. Choosing this framework was beneficial for this study as it helps the purpose of this study of identifying the rhetoric structure of the web advertisements of smartphones.

The rhetoric structures were labelled according to the moves on each web advertisement. The linguistic features found in the Move 3 which is *Justifying the product* was also discussed. Linguistic analysis was only done for this move because linguistic features played a prominent role in justifying the product. Then, the principles of persuasions realised in each move were discussed. The criteria that were used in determining the moves and the principle of persuasion is discussed in the next sections.

3.6.1 RHETORICAL STRUCTURE OF ADVERTISEMENT

As discussed in Chapter 2, Rhetorical structure of advertisement proposed by Bhatia (2004) contains nine moves. The moves found in the smartphone web advertisements used in this study were labelled according to the moves suggested by Bhatia (2004). The explanation of how the moves were labelled is discussed in this section.

MOVE 1: HEADLINES

The headlines of the web advertisements are the title of the advertisement. It is displayed in bigger caption consisting of the name of the smartphone models and its brand. Usually, this headline can be spotted in the top middle section of the advertisement. The use of capital and small letters and punctuations were identified. Besides that, the use of clipped words was also identified. Clipped words are the short form of an original words which is often used in informal situations. Other than that, the font size and design of the headlines were also analysed. In addition, the information that is provided in the headlines was also analysed.

MOVE 2: TARGETING MARKET

Targeting market is any rhetoric structure that intended to address a specific market of people. Target market is a group of potential customers who might purchase the product or service sold by a retailer (Kenton, 2019). The target market for selling a product can be divided into some market segments like demographic segment, geographic segment and psychographic segment (Ward, 2019). Demographic segmentation is like gender, age, income level, marital status, education, race and religion while geographic segmentation is such as neighbourhood, postal or zip code, area code, city, province or state, region and country. Target market is separated according to the socioeconomic level or lifestyle preferences in the psychographic segmentation.

MOVE 3: JUSTIFYING THE PRODUCT

Any move that rationalise the products to the intended audience is considered as Move 3 which is *Justifying the Product*. It is further divided into two strategies which are *Indicating the need or Importance* and *Establishing a niche*. However, the rhetoric that indicates the need of the smartphone by detailing the product was not considered as Move 3 as it is considered as Move 4 which is *Detailing the product*.

In addition, the linguistics features used in justifying the product were also discussed. The linguistic features that were chosen to be studied in this study were selected from the data of preliminary study of this research. From the preliminary study, only these linguistic features are used in the web advertisements. The linguistic features that were analysed were adverbs, adjectives, parallelism, paradox, hyperbole and personification. The definitions of these linguistic features are listed in Table 3.1.

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Table 3.1: Linguistic Features

NO	Linguistic Features	Example (s)
1.	Adverbs	• brightly • boldly
2.	Adjectives	• new • fast
3.	Parallelism There are four types of parallelism which are:	
4.	a) Phonological parallelism: Repetition of similar sounds (Bhatti, 2013).	• Assonance • Alliteration • Consonance • Rhyme
5.	b) Morphological parallelism: Repetition of morphemes (Bhatti, 2013).	• I walked and danced. (Repetition of -ed)
6.	c) Syntactic parallelism: Repetition of sentence, clause, phrase or word (Bhatti, 2013).	• Thinking less, feeling more.
7.	d) Semantic/Lexical Parallelism: Repetition of lexical items.	• synonymy • hyponymy • antonym • eq: hiking, swimming and riding
8.	Paradox	• Your enemy's friend is your enemy.
9.	Hyperbole	• Her skin is softer that silk.
10.	Personification	• The flowers danced gently.

Among the many linguistics features available, only these six features were selected for the purpose of this research. They were selected based on the result of the preliminary study done for this research. The findings show that these linguistic features are being used in the web advertisements to justify the product.

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MOVE 4: DETAILING THE PRODUCT

The words, phrase and/or sentences used to detail the product can be labelled as Move 4. This move is subdivided into three which are *Move 4(a) Identifying the product, Move 4(b) describing the product* and *Move 4(c) Indicating the value*. *Move 4(a) identifying the product* is identified by looking for words and phrases that name the product with details like the type of smartphone model and its' brand name. This was usually found in the headlines of the advertisements. Next, any words, phrases or sentences that describe the product by detailing its specifications and specialities were considered as *Move 4(b) describing the product*. *Move 4(c) Indicating the value* was identified by looking for move that give details about the product to indicate why the reader should buy the product.

MOVE 5: ESTABLISHING CREDENTIALS

Establishing credentials includes the display of seller's official logo and the awards that were given to the sellers. The official logo also generally contains the name of the online shop. Besides the display of the official logo and awards, the descriptions about the seller are also considered as Move 5. It is generally captioned as *About Us* in the web advertisements.

MOVE 6: ENDORSEMENTS OR TESTIMONIALS

Testimonials that are considered for in this research are in the form of feedbacks and reviews from customers. In the online advertisement, there is a section where people can post their reviews and feedbacks based on their experience of buying the products. The content of their testimonials can be positive or negative. For instance, the users can share their experiences during purchasing the products online, delivery process including the time taken to deliver as promised, sellers' replies to customers' questions and post services experiences like the condition the smartphones when received by the customers and returning the products experiences.

MOVE 7: OFFERING INCENTIVES

Any rhetoric that offers free gifts or free services for the purchase of the product is considered as Move 7. For example, it includes free gifts like screen protector, phone case, headphones. Besides free gifts, free services like free shipping is also labelled as Move 7.

MOVE 8: USING PRESSURE TACTICS

The eight move of Bhatia's Model of Advertisement is using pressure tactics. Any rhetoric that shows the availability of the smartphones is limited or a limited time for a sale or discount is given. This urges the readers to buy the product before it is sold out or before the sale is over.

MOVE 9: SOLICITING RESPONSE

The rhetoric that were labelled as the ninth move are any moves that requires responses from the online readers. For example, *Follow Us* icon requesting the readers to follow the seller in social media platforms like *Facebook, Twitter* and *Instagram*. Besides that, the availability of seller's contact numbers and e-mail addresses were also labelled as Move 9.

3.6.2 PRINCIPLES OF PERSUASION

The six principles of Cialdini's Principles of Persuasion are used to identify the persuasion used in the web advertisements. The data collection includes words, phrases and sentences. Besides that, pictures and videos were also included in determining the principles of persuasion used in the web advertisements.

AUTHORITY

Authority Principle of Persuasion is used to increase readers trust towards the product. People tend to obey authority figures when buying a product like the experts and professionals. Any inclusion of recommendation of the product by authorised figure is considered as *Authority Principle of Persuasion* for the purpose of this research. Similar to Move 5 of Model of Advertisement which is *Establishing Credentials*, display of official logo of the retailers and awards received by them were also labelled as the Authority Principle of Persuasion.

LIKING

Creating liking towards a product vital as people are easily persuaded by the people that they know or people who are similar to them (Zeilinska et al. 2016). This principle increases people's trust on the service or products. It can be achieved by making celebrity endorsing the products or including words like 'beautiful women and handsome man' (Mustafa et al. 2012). The display of the specific smartphone's specialities and specifications were considered as *Liking* principle of persuasion in this study. It included any forms of media like text, pictures and videos which describes or visualise the product. The presence and absence of this principle was noted during data collection.

SOCIAL PROOF

Social proof principle is feedbacks and reviews that were received from the customers like the Move 6 of Model of Advertisement which Endorsement or Testimonials. The feedbacks and reviews can be positive or negative. The presence and absence of this feedbacks and reviews section was noted during the data collection. Its content were not analysed thoroughly in this research as it is not the aim of this research.

COMMITMENT OR CONSISTENCY

Commitment or consistency principle can be explained by the attempt taken by the online sellers in making the online readers to continue visiting their web pages or social media pages. Icons like My Account, Subscribe to Newsletter, Add to Wishlist, Follow us in Facebook, Instagram and Twitter were labelled as principle of commitment or consistency during data collection. These icons require actions by online readers so that they commit to the online seller's digital deals and promotions.

SCARCITY

As how Move eight of Bhatia's Model of Advertisement which is *Using Pressure Tactics* was labelled, *Scarcity* principle of persuasion was also identified by labelling words that shows that the availability of the smartphones for selling is limited. Besides limited time of getting the smartphone, limited time duration of a sale or discount is also considered as principle of persuasion. There are two types of scarcity which are limited-time scarcity and limited quantity scarcity (Cialdini, 2007).

RECIPROCATION

The Reciprocation principle is when the seller offers any free gifts or free services for the purchase of the products. Examples of reciprocation are such as giving away free gifts like screen protector, phone case, memory cards and also offering free service like free delivery of the product. This principle of persuasion is similar to Move 7 of Bhatia's Model of Advertisement which is *Offering Incentives*.

3.7 CONCLUSION

In conclusion, the data for this research was collected from the five top websites that sold smartphones. The smartphone models and brands were selected from based on the IDC report in the year 2016. Two frameworks were used in analysing the data which are Bhatia's (2004) framework of advertisements and Cialdini's (2007) Principles of persuasions. Using these frameworks, the moves and the principles of persuasions used in the web advertisements of smartphones were identified and discussed. The moves were listed out to show the rhetoric structure of the smartphone web advertisements.

CHAPTER 4: DATA ANALYSIS

4.1 INTRODUCTION

This chapter contains the data that was obtained through this study. The data includes the rhetorical structures and persuasive principles which were found in the twenty-four web advertisements of five models of smartphones from five online websites. The purpose of this qualitative research is to identify the rhetorical structure and how the persuasive principles are realised in Malaysian smartphone web advertisements.

4.2 RHETORICAL STRUCTURE AND PERSUASIVE PRINCIPLES USED IN MALAYSIAN SMARTPHONE WEB ADVERTISEMENTS

In this section, the rhetorical structure used in the Malaysian web advertisements will be discussed. Besides the rhetorical structure, how persuasive principles were realised in those web advertisements will also be discussed. As discussed in the previous chapter, the rhetorical structures used in the web advertisement of smartphones were identified using Bhatia's framework for advertisements. The tabulation of the data obtained is as shown in Table 4.1.

Table 4.1: The moves used in web advertisement of smartphones.

Rhetorical Structure of Advertisements (Bhatia, 2004)	11street					DirectD					Satugadget					Ipmart					Lazada				
	Samsung Galaxy J S.	Apple iphone 7	Oppo F1 Series	Huawei P9	Asus Zenfone 3	Samsung Galaxy J S.	Apple iphone 7	Oppo F1 Series	Huawei P9	Asus Zenfone 3	Samsung Galaxy J S.	Apple iphone 7	Oppo F1 Series	Huawei P9	Asus Zenfone 3	Samsung Galaxy J S.	Apple iphone 7	Huawei P9	Asus Zenfone 3		Samsung Galaxy J S.	Apple iphone 7	Oppo F1 Series	Huawei P9	Asus Zenfone 3
Move 1: Headlines	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√	√	√	√	√
Move 2: Targeting market	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X
Move 3: (S1) Indicating need/ importance	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√	√	√	√	√
Move 3: (S2) Establishing a niche	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X
Move 4: (S1) Identifying the product	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		X	√	√	√	√
Move 4: (S2) Describing the product	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√	√	√	√	√
Move 4: (S3) Indicating the value	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		X	√	√	√	√
Move 5: Establishing credentials	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√	√	√	√	√
Move 6: Endorsement/ Testimonials	√	√	√	√	√	√	√	√	√	√	√	X	X	X	X	√	√	√	√		√	√	√	√	√
Move 7: Offering Incentives	√	√	√	√	√	√	X	X	X	√	√	√	√	√	√	√	√	X	√		√	√	√	√	√
Move 8: Using pressure tactics	X	X	X	X	X	√	X	X	X	√	X	X	X	X	X	X	X	X	X		√	√	X	X	√
Move 9: Soliciting response	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√		√	√	√	√	√

Table 4.1 shows the rhetorical structures used by twenty-four web advertisements of five models of smartphones which were collected from five websites. A tick (√) indicates that the move is found in the web advertisements. Secondary link directing to other page were also included when collecting the data. A cross (X) indicates that the move where not found in the web advertisements.

4.3 PERSUASIVE PRINCIPLES USED IN THE WEB ADVERTISEMENT OF SMARTPHONES IN MALAYSIA

The persuasive principles used in the web advertisements were analysed using Cialdini's Priniciples of Persuasion. As discussed in the previous chapters, there are six principles of persuasion proposed by Cialdini. There are some of the principles that are used in the web advertisements of smartphones selected for the purpose of this research. The data obtained through this study is tabulated as shown in Table 4.2.

Table 4.2: Persuasive principles used in web advertisement of smartphones.

Cialdini's Six Principles of Persuasion	11street					DirectD					Satugadget					Ipmart					Lazada				
	Samsung Galaxy J Seiries	Apple iphone 7	Oppo F1 Series	Huawei P9	Asus Zenfone 3	Samsung Galaxy J Seiries	Apple iphone 7	Oppo F1 Series	Huawei P9	Asus Zenfone 3	Samsung Galaxy J Seiries	Apple iphone 7	Oppo F1 Series	Huawei P9	Asus Zenfone 3	Samsung Galaxy J Seiries	Apple iphone 7	Huawei P9	Asus Zenfone 3	Samsung Galaxy J Seiries	Apple iphone 7	Oppo F1 Series	Huawei P9	Asus Zenfone 3	
Principle 1: Authority	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Principle 2 : Liking	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Principle 3: Social Proof	√	√	√	√	√	√	√	√	√	√	√	X	X	X	X	√	√	√	√	√	√	√	√	√	√
Principle 4: Commitment or Consistency	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Principle 5: Scarcity	X	X	X	X	X	√	X	X	X	√	X	X	X	X	X	X	X	X	X	√	√	X	X	√	
Principle 6: Reciprocation	√	√	√	√	√	√	X	X	X	√	√	√	√	√	√	√	√	X	√	√	√	√	√	√	

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Table 4.2 shows principles of persuasion used by twenty-four web advertisements of five models of smartphones which were collected from five websites. A tick (√) indicates that the principles of persuasion was found in the web advertisements which also includes the secondary link in the advertisements. A cross (X) indicates that the principles of persuasions were not found in the web advertisements during the time of data collection.

4.4 ANALYSIS OF THE RHETORIC STRUCTURE OF SMARTPHONE WEB ADVERTISEMENTS AND HOW THE PRINCIPLES OF PERSUASIONS ARE REALISED IN THE SMARTPHONE WEB ADVERTISEMENTS

4.4.1 INTRODUCTION

In this section, the rhetoric structure of the smartphone web advertisements will be discussed based on the nine moves proposed by Bhatia (2004). The principles of persuasions used in the advertisements will also be discussed. Besides the nine moves proposed by Bhatia (2004), the other moves found in the smartphone web advertisements will also be discussed.

4.4.2 MOVE 1: HEADLINE

The first move of Bhatia's model of advertisement is *Headline*. In an advertisement, headline is used to inform the customers about the name and the type of product or service available for purchasing. Besides informing the name and type of products to the web advertisement viewers, headlines also attract their attention towards the products. A headline not only captures the readers' attention and makes them to read further but it also set a tone of what the readers is about to read and also create a mood that make the readers to make an action like clicking on the links and eventually buying the products or services (Garfinkel, 2018).

All the five advertisers had used this move in their advertisements. The headlines of each web advertisement have some similarities and differences. In this section, information provided in the headlines, the font size and font design will be discussed. Other than that, the use of capital and small letters, punctuations and clipped words in the headline also will be discussed.

4.4.2.1 INFORMATION PROVIDED IN THE HEADLINES

There is a number of information found in the twenty-four web advertisements of smartphones. The information placed in the headlines were the name of the brand, the name of the smartphone model, the size of the RAM, the size of the ROM, colour or colour options, sale details, price details, originality detail, warranty detail, size of the smartphone, free gift details and sim slot detail. The frequency of this information is shown in Figure 4.1.
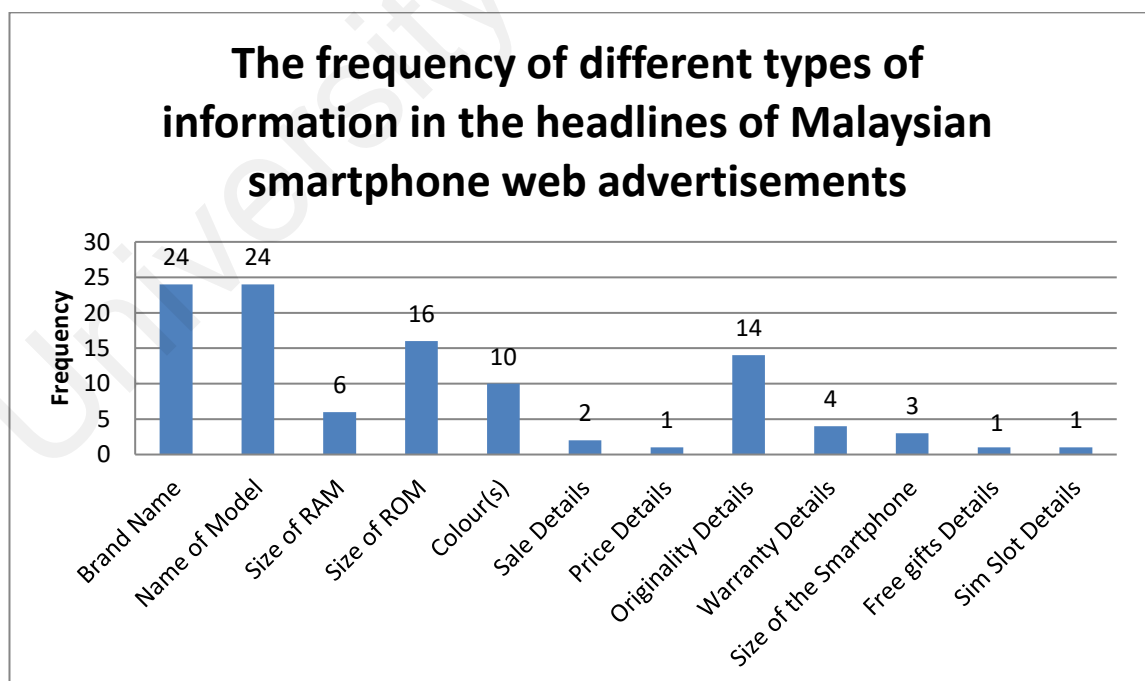
Figure 4.1 The frequency of different types of information in the headlines of Malaysian smartphone web advertisements

Figure 4.1 shows that the name of smartphone brand and smartphone model is placed in all the web advertisements. In all the web advertisements, the headlines started with the name of the smartphone brand followed by the name of the smartphone model. It is a method of introducing the product to the web readers. A smartphone is primary known through its brand and then the name of its model. Hence, it is crucial to start the headline with the product's brand and its name. Besides that, it will be easier for people who are finding for a specific smartphone to search and locate the web advertisements that they intended to buy.

The next most displayed information is the size of the ROM. Sixteen out of twenty- four web advertisements had displayed this information in their headlines. As smartphone is a vital gadget for people around the world in the current world, information about the size of the ROM is placed in the headlines as a way to attract the readers' attention. It is because the purchase intention of the web readers will increase if they could buy a smartphone with higher ROM size where the readers will be able to store data in the smartphone according to the ROM size. For instance, the sizes of the ROM placed in the headlines were 16GB, 32GB, 64GB and 256GB. With this amount of read-only memory in the smartphone, the smartphone users will be able to store a number of data like photos, videos, documents and other. Although this information is an objective information about the product, it is also persuades the readers by creating liking towards the products where the readers will be able to own a smartphone with more memory.

Other than the brand name, the name of the smartphone model and size of the ROM, the originality details of the smartphone is also mostly displayed in the headlines of the smartphone. The data shows that 58% of the web advertisements contained this information in the headlines of the smartphone advertisements. This is because people do not want to purchase a non-original smartphone which might cause them problems in future. Hence, by specifying the originality of the smartphone, the sellers are assuring the readers that the particular smartphones are safe to be purchased as they are from the original sellers. It is also creating liking towards the products where the readers are persuaded to buy the smartphone because of its originality.

An example of headline displayed in the web advertisement of Samsung Galaxy J7 by Directd is shown in Figure 4.2.

Figure 4.2. Headline of web advertisement of Samsung Galaxy J7 Prime. Directd, 2017. Retrieved from http://directd.com.my/j7-prime

The headline of Samsung Galaxy J7 advertisement by DirectD contained some information about the product such as the name of the smartphone model, the name of the brand of the smartphone, the size of the RAM, the size of the ROM and the originality information about the smartphone. These are the objective information about the products. Besides this objective information, it also contained persuasive information which is details about a sale such as the name of the sale, duration of the sale and number

of smartphone models included in the sale. By providing the details of the product, liking towards the product is created which is one of the Cialdini's Principles of Persuasions (2007). Besides that, scarcity principle of persuasion is also used in this web advertisement where this smartphone was available in the sale for 18 days only.

There are some impacts that are created by the headlines provided in the web advertisements. Firstly, these headlines promote product interest among the readers. Only certain information are selected by the online retailers to be included in the headlines of the smartphone as it make the readers of the web advertisements to be interested in the purchasing the products and browse through the other information provided in the next sections of the web advertisements. This is because if the headlines are not catchy enough, then, it will make the readers to click and move away to other web advertisements. Hence, it is best to display information about the smartphone which portrays the strength of the smartphone. On the other hand, by providing the right type of information in the headlines, it is making sure that the headlines grab the attentions of the intended audience only. If someone wants a pink smartphone, they can just find this information in the headline itself rather than wasting time by searching for the colour details in the whole web page.

In short, the type of information displayed in the web advertisement of the smartphones is very crucial in grabbing the readers' attentions. Subsequently, a good headline will increase the purchase intentions of the readers. A specific format for the headlines can be formed as the features and specialities of each smartphones are not the same. Hence, the headlines should be able to attract readers' attention with relevant information.

4.4.2.2 FONT SIZE AND DESIGN

Using different font size and design for the headlines are very vital as it would grab the readers' attentions towards the web advertisements besides introducing the products. From the study, it is found out that, the bigger font size and font design which is different from the rest of texts were used in all the web advertisements of smartphones An example is shown in Figure 4.3 which shows the how the headline is catching the attention at first glimpse when compared to the rest of the body of the advertisement.

Figure 4.3. Headline of web advertisement of Asus Zenfone 3 by 11 street. 11street, 2017. Retrieved from http://www.11street.my/productdetail/asus-zenfone-3-zoom-ze553kl-5-5-4gb-ram-64gb-rom-3355334414

The font size of the words in the headlines of the all the smartphone web advertisements used for the purpose of this research were bigger than the font size of the other texts in the rest of web advertisement as larger font size more tend to attract customers' visual attention (Grigaliunaite, Pileliene & Bakanauskas, 2016). This is because the prime motive of headline is to grab reader's attention. Thus, it should be different from the rest the advertisement's body in terms of size. Besides the size of the words, the design of the letters also should be different and catchy to seek attentions. The fonts in all the headlines were also bolded as it will be visually apt for the readers to know the headline of the advertisement. In short, the headlines of the web advertisements were with bigger sized words and bolded fonts which made them to stand out from the other parts of the advertisements.

4.4.2.3 USE OF CAPITAL AND SMALL LETTERS

Other than the different font size and different multiple uses of small and capital letters were also seen in the headlines of the smartphone web advertisements. The words in the headlines were written in three styles which are in sentence case, small case and upper case. The first letter of a word will be in capital in the sentence case while all the letters in a word will be in capital if it is in upper case. All the letters in a word will be in small letter if it is in small case. Words were written in capital letter in the headlines of the smartphone web advertisements to give emphasis to the words which would also make the word to stand out from the rest of the words in the headline.

For instance, not all words were in upper case in the headline of the Asus Zenfone 3 smartphone by DirectD as shown in Figure 4.4.

Figure 4.4 Headlines of the Asus Zenfone 3 smartphone. DirectD , 2017. Retrieved from http://www.directd.com.my/zenfone-3-deluxe-55

The name of the smartphone model and the originality detail were in sentence case where only the first letters of each word were in capital. On the other hand, the words that are about the details of a sale were in upper case. This is because emphasis is given to the sale details as it can attract the attention of readers towards the sale which might persuade them to make a purchase. In some of the web advertisements, the name of the brand was in upper case while the rest of the words were in small case. In this advertisement by Directd, only the smartphone brand which was Oppo was in upper case. Hence, it could be said that the emphasis is given to the smartphone brand in this headline.

Besides the use of capital case for certain words, in some smartphone web advertisement, all the words in the headline were in upper case. An example is shown in Figure 4.5. In this headline, upper case is used for the words which gives emphasis to the headline as whole. It would also make the headlines to be outstanding from the rest of the body of the web advertisement.

ASUS ZENFONE 3 DELUXE ZS550KL GOLD - ORIGINAL MALAYSIA SET

Figure 4.5 Headline of Asus Zenfone 5. Satugadget, 2017. Retrieved from
http://www.satugadget.com.my/zf3-deluxe-zs550kl-my-set

In short, use of upper case in the headlines is done to give emphasis to certain information or to the name of the brands or models. If all words in a headline is in upper case, it given emphasis to the whole headline itself.

4.4.2.4 PUNCTUATIONS
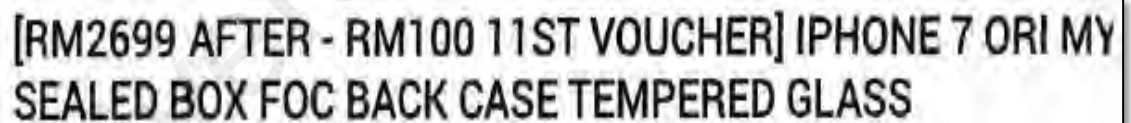
Besides the font size, font design and use of capital and small letters, an observable use of punctuation is also used in the headlines of the web advertisements. Exclamation mark was used in the headline of three advertisements. Exclamation mark which is used to show strong emotions or feelings is used to give strong emphasis on the originality details of the smartphone. In the advertisement of Samsung Galaxy by DirectD as shown in Figure 4.2, an exclamation mark was used at the end of an originality detail of the smartphone in the phrase 'Ori Set!'. With the use of exclamation mark in this phrase, it is stressed that the smartphone is an original product. Similar uses of exclamation mark were also found in the advertisement of Apple iPhone 7 and Huawei P9 by Directd. An example is shown Figure 4.6.

APPLE iPhone 7 - Original by Apple Msia set!

Figure 4.6 Headline of web advertisement of Apple iPhone 7. DirectD, 2017. Retrieved from http://www.directd.com.my/iphone-7-ori

4.4.2.5 CLIPPED WORD

Besides the exclamation mark, the word 'Original' is clipped as 'Ori' as it is a register that is often used to talk about the originality of smartphone in Malaysia. It can also be called as an example colloquial language of Malaysia. For example, it was used in the advertisement of iPhone 7 by 11street as shown in Figure 4.7. This clipped word which is also an example of colloquial words will bring a positive impact towards the purchase of product. The readers will have an emotional connection and sense of belonging when they read this headline containing colloquial clipped word. Clipped words also make the communication faster as clipped words are normally two syllabled words which requires less articulatory and memory effort (Jamet, 2009). Hence, it has the tendency to penetrate into the larger communities who speak these words (Jamet, 2009). On the other hand, it also limits the time for careful thought (Siti, Mageswari & Mohamad, 2015). In short, the use of clipped words in the headline is a good technique for the fast and effective reach towards intended community of advertisement readers.

[RM2699 AFTER - RM100 11ST VOUCHER] IPHONE 7 ORI MY SEALED BOX FOC BACK CASE TEMPERED GLASS

Figure 4.7. The headline of web advertisement of Apple iPhone 7. 11Street, 2017. Retrieved from http://www.11street.my/productdetail/rm2699-after-rm100-11st-voucher-iphone-7-ori-myset-53316836

In conclusion, some elements in the headlines play a crucial role in the advertisements. The main role of headline is to inform the product to the readers of the advertisement. However, the type of information provided, the size and designs of the fonts and punctuations aid in grabbing the attention of the readers and persuading them to read further about the product. The use of these elements in the headlines tend to persuade the readers by creating liking towards the product.

4.4.3 MOVE 2: TARGETING THE MARKET

Target market of a product can be divided into three market segments such as demographic segment, geographic segment and psychographic segment (Ward, 2019). There was no direct market specified in the web advertisements used for the purpose of this research. It is because smartphone is not a gender, race, religion, marital status, country and city specific product. Hence, the demographic market segmentation and geographic market segmentation were not found in the smartphone web advertisements. For instance, the targets of beauty products are women while the target of health supplements are for the people with certain nutrition deficiency. In the similar pattern, there are no direct target patterns for smartphone market as there are not a specific group of people who use this product.

However, there was indirect psychographic segmentation found in the web advertisements of the smartphones. Generally, these elements were found in the headlines of the advertisements where the readers of the web advertisements will be able to see this information first in the whole web page. This will be a motivation factor encouraging purchase intention of the potential customers. Liking and scarcity principle of persuasions were also used in the headlines. The examples the details provided in the headlines are the details preferred by customers are like the colour of the smartphone, the size of ROM and RAM, the originality details of the smartphone, the warranty details, the price of the smartphone, sim slot details, the size of the smartphone and many more as discussed in section 4.2.1.

4.4.3.1 EXAMPLES OF TARGETING MARKETS

In this section, some examples of targeting markets move found in the headlines of the web advertisements of smartphones will be discussed. The headlines of Samsung Galaxy J7 Prime by DirectD and Oppo Fl by 11street and Lazada were used to discuss how the markets are targeted in those web advertisements.

To begin with, in the advertisement by DirectD of Samsung Galaxy J7 Prime smartphone, the potential target group was not shown clearly with greater emphasis. However, five types of information were placed in the headline with motive of attracting the potential customers. The five types of information provided were the name of the smartphone model, the brand of the smartphone, the size of RAM and ROM, the originality detail and sale details as shown in Figure 4.8. Hence, it could be said that this advertisement targets people who prefer a smartphone with large size of RAM and ROM and the original edition of the smartphone. Besides that, it is also targeted to those who prefer to buy a smartphone during a mega sale where the smartphone can be purchased with a discounted price.
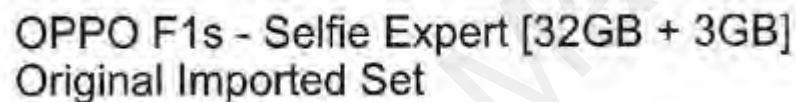
Samsung Galaxy J7 Prime (3GB RAM,32GB ROM) Ori Set! MEGA SALE 2018 | 18 DAYS SALE | 80 MODELS ON SALE

Figure 4.8 Headline of web advertisement of Samsung Galaxy J7 Prime. DirectD, 2017. Retrieved from http://directd.com.my/j7-prime

Besides that information, information about an on-going sale was also included in the headline as shown in Figure 4.8. The phrase *'80 MODELS ON SALE*' will capture the attention of readers who are looking for a variety of smartphone models for purchasing. Higher number of smartphone models on the sale will attract people with different desires and wants. Hence, if a person did not like this particular model of smartphone, he or she is being informed that they have an option of choosing a smartphone out of the eight models of smartphone included in the sale. Although a direct target market was not shown in the web advertisement, the details provided in the headline indirectly target those who prefer a smartphone with the provided details.

With the inclusion of this move in the web advertisement, some principles of persuasions are also being used in it. For instance, commitment towards the seller is expected by the seller from the readers. Commitment or consistency is one of Cialdini's (2007) principles of persuasions. Readers are expected to commit to the sellers by not leaving the web page if they are not interested in buying the particular smartphone model. This was done by informing the readers that there are other smartphone models options which the readers can choose. Other than commitment towards the seller, this more also creates liking where the readers have a chance of choosing a smartphone model out of eight smartphone models with a discounted price. In short, two principles of persuasions were found in the web advertisement of Samsung Galaxy J7 by DirectD which are commitment or consistency principle and liking principle.

Besides the product details found in the headlines, noun phrases are also used to target the market. For example, Oppo F1 smartphone was described as *Selfie Expert* in the advertisements by 11street and Lazada. An example is shown in Figure 4.9. In this case, this smartphone is targeted to smartphone users who prefer to take a lot of *selfies*. Hence, by naming the smartphone as a selfie expert in the headlines itself, indirectly the web advertisement is targeted towards the people who loves taking selfies. As taking selfies are the new trend in smartphone photography, people will be attracted to know more about the smartphone after they read the headlines to more about its features. In brief, noun phrase was used to target market in two out of four web advertisements of Oppo Fls.

OPPO F1s - Selfie Expert [32GB + 3GB]
Original Imported Set

Figure 4.9. The headline of web advertisement of Oppo F1s. Lazada, 2017. Retrieved from http://www.lazada.com.my/oppo-f1s-selfie-expert-32gb-3gb-original-imported-set-6

In short, the markets for the smartphone retailing were displayed indirectly in the web advertisements where only the psychographic market segmentation was found. It was shown through lifestyle preference where only selected details about the smartphones were included in the headlines to direct it to the people who prefer smartphones with those features. Besides the details, a noun phrase describing the smartphone was also included in the headlines in order to attract customers who prefer smartphones as described. In other words, the market for the smartphone web advertisements are targeted indirectly where the smartphones are directed to certain people with different preferences. This also creates liking towards the product when the product is advertised with desired catchy descriptions.

4.4.4 MOVE 3: JUSTIFYING THE PRODUCT

The third move of Bhatia's model of advertisement is *Justifying the product or service*. The rhetoric that justified the product by indicating the need or by establishing a niche was labelled as Move 3. In this section, the rhetoric used to indicate the need of buying all the smartphone models will be discussed. Besides that, the linguistics features used to indicate the need also will be discussed.

4.4.4.1 INDICATING THE NEED

Move 3 (a) which is *Indicating the need or importance* was found in all the web advertisements used for the purpose of this research. Some of the smartphone web advertisements provided a descriptive text that highlights the special and unique features of the smartphone in the advertisements. On the other hand, some smartphone advertisements had indicated the need of the smartphones by providing texts with catchy bolded captions. In this section, the rhetoric used to indicate need of the smartphone in the advertisement will be listed. Other than that, the linguistic features used in the advertisement to indicate the need of the smartphone also will be discussed.

THE WORDS USED TO INDICATE THE NEED

In the advertisement of Samsung Galaxy J7 plus by Satugadget, the product was described as photography-centric devise, next level photography with dual camera, bright and clear selfies in every shot, thin yet durable design, always on display, fast and responsive performances and keeps your personal information safe. An example is shown in Figure 4.10.

Figure 4.10. Web advertisement of Samsung J7 Plus by Satugadget. Satugadget, 2017.
Retrieved from http://www.satugadget.com.my/samsung -galaxy-j7-plus-my

In the advertisement by Ipmart, the same smartphone model was described as elegant by nature, share life as you see it, look great in every frame, full speed ahead, personalised gatekeeper to describe the touch sensor, always on display to describe the display function where functions like calendar, time and incoming notifications can be viewed without unlocking the phone, synchorize your world to describe the cloud storage function where it can store 15gb phone data in the online cloud storage function, hidden for your protection to describe the private folder to store and hide contents and dual messenger function where the user can create two Messenger accounts.

> **Look great in every frame**
>
> The Samsung Galaxy J7 Pro lets you take bright and vivid selfies every time with more accurate detail even in low light thanks to its front LED and selfie flashes. You can also control the shutter by simple hand gesture.

Figure 4.11. Web advertisement of Samsung J7 Pro by iPmart, Ipmart, 2017. Retrieved from
http://www.ipmart.com.my/main/product/Samsung_Galaxy_J7_Pro_32GB_Blue_Sams ung_Warranty_543704.php?prod=543704

Similar to Satugadget and iPmart's advertisements, the advertisement by DirectD also justified the Samsung Galaxy J7 smartphone by indicating its importance. For instance, words like *elegantly refined, brighten up your photos, control and capture at will, speedier performance, safe and sound* and *power extended* were used to indicate its importance. An example is shown in Figure 4.11 which shows that people with look great in the photo taken using the camera. These exact same phrases were also found in the advertisement by Lazada for the same model of smartphone. These captions were explained using sentences and pictures in both the advertisements. For example, the caption *Safe and sound* was used to highlight the fingerprint sensor that this model of smartphone possesses while the caption *Power extended* was used to highlight the longer lasting battery power and Ultra Power Saving Mode. Similar words were also identified

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in the advertisement by 11Street. In short, the importance of Samsung Galaxy J7 was indicated in all five web advertisements selected from the five different websites.
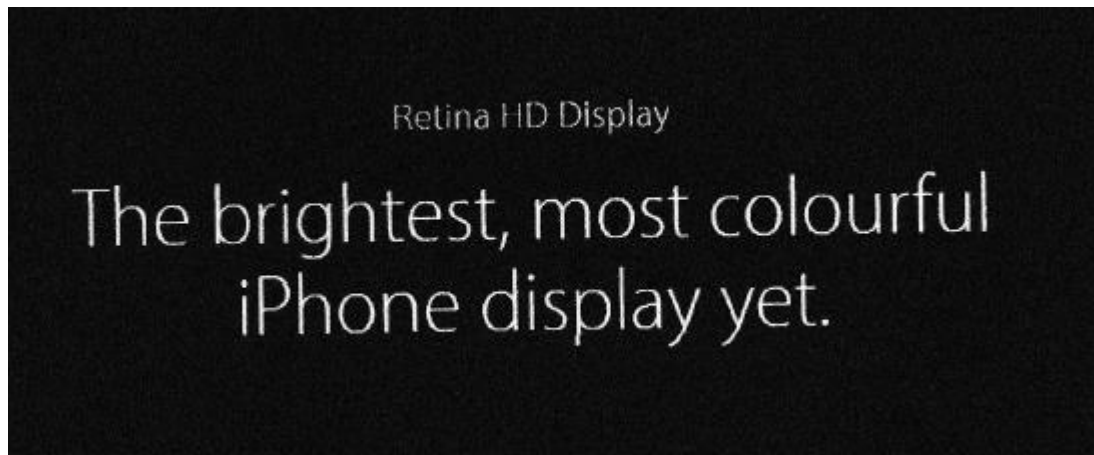
Figure 4.12. Web advertisement of Apple iPhone 7 Plus by 11street. 1street, 2017. Retrieved from http://www.11street.my/productdetail/rm2699-after-rm100-11st-voucher-iphone-7-ori-myset-53316836

Other than the importance Samsung Galaxy J7, the importance of Apple iPhone 7 Plus smartphone was also indicated in all the five web advertisements. In the advertisement by 11street, the importance of iPhone 7 was indicated through the use of words like '*Makes a splash, Takes a splash*', '*An entirely new camera enters the picture', The brightest, most colourful iPhone display yet', 'The most powerful chip ever in a smartphone', 'iPhone. Now in stereo', 'Ultra-fast wireless with the best worldwide roaming'* and *'iOS 10. It's why there's nothing else like an Iphone'.* Figure 4.12 shows the words used to describe the display feature of the smartphone.

In the advertisement by DirectD, the importance of Apple iPhone 7 was displayed in the form of a video which shows all the specialities of this specific smartphone. It is described as the better, faster and more powerful iphone in the video provided in the web advertisement. Apple iPhone 7' s importance is also indicated in the web advertisement by Satugadget with the usage of words like '*Makes a splash, Takes a splash', 'The most powerful chip ever in a smartphone', 'Two cameras that shoot as one'* and *'iPhone. Now in stereo'*. Similar words and phrases were also found in the advertisement by Lazada.

Figure 4.13. Web advertisement of Apple iPhone 7 by iPmart, Ipmart, 2017. Retrieved from
http://www.ipmart.com.my/main/product/Apple_iPhone_7_Smartphone_32GB_Gold_ Apple_Warranty_528972.php?prod=528972

In the advertisement by iPmart, Apple iPhone 7 smartphone's importance was indicated through the use of words and phrases like *'Makes a splash. Takes a splash'*, *'An entirely new camera enters the picture'*, *'The brightest, most colourful iPhone display yet'*, *'The most powerful chip ever in a smartphone'*, *'Ultra-fast wireless with the best worldwide roaming'* and *'iOS 10. It's why there's nothing else like an iPhone.'* In an example shown in Figure 4.13, the camera of the smartphone is described as 'entirely new' which makes it sound likable.

Figure 4.14. Web advertisement of Oppo F1 series by 11street. 11street, 2017. Retrieved from http://www.11street.my/productdetail/oppo-f1s-selfie-expert-32gb-3gb-original-imported-47377674

In the advertisement of Oppo F1series, 11Street indicated the importance of the smartphone with the usage phrases with some pictures. For instance, phrases like *'16mp Front Camera, More Light, More Detail'*, *'Beautify 4.0, Naturally Beautifies You'*, *'Filters'*, *'Selfie Panorama'*, *'13mp Rear Camera, Wonderful Night Shots'*, *'A beauty to see and to hold, 2.5D Corning Gorila Glass 4 Screen'*, *'0.22s Fingerprint Unlock, Done before you notice'*, 3GB RAM, Faster than ever', 'Dual Sim+Individual SD Slot, Triple-

slot tray' and *' All New ColorOS 3.0 Based on Android 5.1, Faster, Steadier, Better'* were used to show the smartphone's importance. In the example shown in Figure 4.14, the smartphone is described as a physically beautiful phone and it is also described as easy to hold as well.
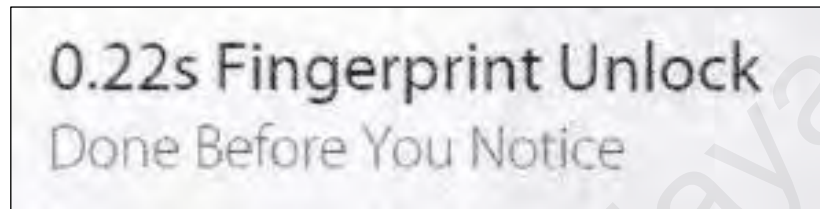
Figure 4.15. Web advertisement of Oppo F1s by Satugadget. Satugadget, 2017.
Retrieved from Retrieved from http://www.satugadget.com.my/pre-order-oppo-f1s-
selfie-expert-original-oppo-malaysia-set

On the other hand, a video was provided in the advertisement of Oppo F5 by DirectD which highlighted its importance with usage of phrases like '*Sensually Sleek Body'*, '*Delicate Linear Finish'* and '*16MP rear camera'*. In the advertisement by Satugadget, the Oppo F1's importance was indicated through words, phrases and pictures. Words and phrases similar to 11Street's advertisements were also used in this advertisement. For example, words and phrases like '*Beautify 4.0, Naturally Beautifies You', 'Filters', 'Selfie Panorama' Beautify 4.0, Naturally Beautifies You', 'Filters', 'Selfie Panorama', '0.22s Fingerprint Unlock, Done before you notice', 3GB RAM, Faster than ever'* and '*Dual Sim+Individual SD Slot, Triple-slot tray'* were found in the advertisement by Satugadget for Oppo F1s smartphone. As shown in Figure 4.15, the unlocking system of Oppo F1s smartphone is described as very fast where the phone can be unlocked without taking much time where this information was delivered through the phrase '*Done before you*

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notice'. Similar phrases which justify the product were also found in the Lazada's advertisements for the same smartphone model.

Figure 4.16. Web advertisement of Huawei P9 by 11street. 11street, 2017. Retrieved from http://www.11street.my/productdetail/huawei-p9-lite-lte-4g-16gb-rom-3gb-ram-original-30407167

Other than Oppo F1 series and F5 smartphones, advertisements of Huawei P9 was also analysed to identify the phrases that justify the importance of the smartphone. 11Street's advertisement on Huawei P9 used phrases like '*Premium design'* and '*Super Model Thin'* to highlight the smartphone's physical attractiveness. Caption '*It knows you by touch'* was used to inform the readers that the smartphone high level fingerprint security while '*Bring out the beauty with great features'* was used to highlight the smartphone's camera features. Besides that, phrases like '*Groundbreaking performance that's easy to process'* was used to state the smartphone's processor with high performance and low power consumption. In the advertisement of Huawei P9 Lite by DirectD, phrases like *'Precision Picture Taking, Simple The Strongest Security, Audio Dynamite, Keep On & Keep Going, Groundbreaking Performances That's Easy To Process'* were included together with some pictures and explanations. These phrases indicate the importance of the product.

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Figure 4.17. Web advertisement of Huawei P9 Lite by Ipmart. Ipmart, 2017. Retrieved from
http://www.ipmart.com.my/main/product/Huawei_P9_Dual_Sim_Smartphone_LTE_32
GB_Gold_Huawei_Warranty_525261.php?prod=525261

Similar phrases also were identified in the advertisements of Huawei P9 Lite by Satugadget. A video on the smartphone was also provided in this web advertisement. Video describing the importance of the smartphone was also found in the web advertisement by Ipmart. Besides the video, it also provided phrases that indicated the importance of the smartphone. For example, phrases like *'Ground breaking Dual-Lens, A historic Pairing'*, *'Reinvent smartphone photography'*, *'Clear, fast, precise imagery'*, *'A professional camera effect'*, *'Superb selfies, day or night'*, *'Premium, elegant, stylish'* and *'Bold, colourful display'* were found in the advertisement by Ipmart. In the example shown in Figure 4.17, the smartphone's dual lens are described as ground-breaking which is intended to persuade the readers that the lens are very promising feature of the smartphone. In Lazada's advertisement for the smartphone Huawei P9 Lite, phrases like *'Super Model Thin'*, *'Precision Picture taking'*, *'Simply the strongest security'*, *'Audio dynamite'*, *'Keep on, Keeping on'* and *'Groundbreaking performance that's easy to process'* were used to indicate the importance of the smartphone.

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Figure 4.18. Web advertisement of Asus Zenfone 4 by iPmart. Ipmart, 2017. Retrieved from http://ipmart.com.my/main/product/Asus_Zenfone_4_Selfie_Pro_ZD552KL_64GB_Gold_Asus_Warranty_545286.php?prod=545286

Last but not least, the phrases used to indicate the importance of the smartphone Asus Zenfone 3 was also identified in this study. Phrases like *'Built for photography', 'It takes two to see up close', 'Break through distance barrier', 'Seize the emotion', 'Camera that sees in the dark', 'Night shot, low light & back light photos', 'Focus as fast as 0.08 seconds', 'Efficiently powerful, effortlessly fast'* and *'The thinnest, lightest 5.5-inch 500mAh smartphone'* were identified as the phrases that indicate the importance of the smartphone, Asus Zenfone 3 Zoom in the advertisement by 11Street. Similar phrases were also identified in the web advertisement by iPmart like *'It takes two to see more beauty', 'Beautiful selfies, day or night', 'Share precious moments in 4K resolution', 'Selfies with more than yourself', 'Let your phone shine', 'Stand out from the crowd', 'More beautiful, more fun, more you', 'Capture every precious moment', 'Elegance in every detail', 'Vibrant, colour-adaptive display', 'Efficiently powerful, effortlessly fast', 'Long-lasting battery, fast charging', 'upgrade your audio experience'* and *'Simpler. Faster. Smarter'.* As for an example, the physical design of the smartphone is described as elegant as shown in Figure 4.18.

Pure Beauty

The all-metal miracle with invisible antenna

Every smartphone needs antennas but radio waves won't pass through metal — that's why so many smartphones designs are marred by ugly gaps. But not ZenFone 3 Deluxe. Our world-classengineers' pursuit of perfection and technical prowess ascend a new pinnacle with ZenFone 3 Deluxe. with ASUS PureMetal™ technology we are able to integrate the antennas in such a way as to make them invisible. The result is gapless beauty and uncompromised signal quality. A curved, diamond-cut wonder with an all-metal unibody that seems impossible — that's ZenFone 3 Deluxe.

Figure 4.19. Web advertisement of Asus Zenfone 3 by Satugadget. Satugadget, 2017. Retrieved from http://www.satugadget.com.my/zf3-deluxe-zs550kl-my-set

In the advertisement by DirectD, the importance of the smartphone, Asus Zenfone 3 was indicated through phrases like '*Pure Beauty', 'Touch Security', 'Capture reality, fast and steady', 'Photos like the actual scenes'*, '*Unrivalled smartphone audio with SonicMaster 3.0*' and *'Game Genie'*. Similar phrases were also found in the web advertisement by Satugadget and Lazada. For example, Asus Zenfone 3 is described as beautiful with phrase 'pure beauty' as shown in Figure 4.19 in the web advertisement by Satugadget. In short, the importance of smartphones was indicated through the use of words, phrases and also pictures as well as videos in all the web advertisements analysed for the purpose of this study.

LINGUISTICS FEATURES USED TO JUSTIFY THE PRODUCT

In order to justify why the online web readers should purchase the product, the online sellers had used a wide range of language features like adverbs, adjectives, parallelism, paradox, hyperbole and personifications in their smartphone web advertisements. The use of these language features aids the step of justifying the product besides persuading the readers by increasing their purchase intentions. In this section, the linguistic features used in the advertisements will be discussed.

a) ADVERBS

In the smartphone web advertisements, adverbial phrases were used to describe the design of the smartphone. For example, in 11streeet's and Lazada' web advertisements for the smartphone Samsung Galaxy J Series, the design of the smartphone was described as *elegantly refined*. In this case, the word *elegantly* modifies the adjective *refined* to show the physical design of the smartphone. The use of the word *elegantly* implies that the smartphone is more than simply looking beautiful. It also creates positivity towards the products which would eventually create liking towards the products.

Other than that, another adverb that was used in the advertisements of Oppo F1 smartphone by Satugadget and Lazada was *Naturally* in the phrase *Naturally beautiful you* . The advertisement of Oppo F1 by Lazada is shown in Figure 4.20. This phrase was used to describe a camera feature that the smartphone possesses which will make the person taking the photograph look more beautiful. The adverb *naturally* modifies the adjective *beautiful* to show that the person in photo will look more beautiful than in reality but looks natural at the same time with use of the camera application. This phrase will be

appealing to those who desire to look more beautiful as well as makes the photo looks real.
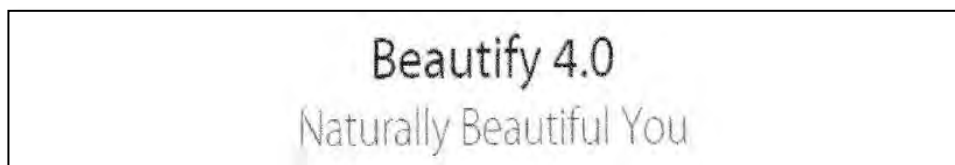
Beautify 4.0
Naturally Beautiful You

Figure 4.20 Adverbs used in advertisement of Oppo F1. Satugadget, 2017. Retrieved from http://www.satugadget.com.my/pre-order-oppo-f1s-selfie-expert-original-oppo-malaysia-set

Another example of adverb that was used in the advertisements of Asus Zenfone 3 by 11street and Ipmart were *efficiently* and *effortlessly* in the phrase *efficiently powerful, effortlessly fast.* These two adverbs were used to describe the performance of the smartphone where it was claimed to be fast and efficient. In this case, these adverbs modify the adjectives *powerful* and *fast.* If the smartphone is just described with the adjective *fast*, then it is not catchy enough like in the phrase *effortlessly fast.* This phrase portrays the smartphone's performance as not only fast but also a combination of fast and smooth performance.

In short, the use of adverbs that modifies other words like nouns, verbs and adjectives causes more impact than using those words alone. The sentiment of the words that adverbs modified are affected by the adverbs (Kiritchenko & Mohammad, 2017). It also makes the information delivered to the readers to be more persuading and appealing. Besides making a positive impact, adverbs also becomes a factor of persuading readers by creating liking towards the product.

b) ADJECTIVES

Adjectives are the most used linguistic feature in the smartphone web advertisements used for the purpose of this study. Most of the nouns were described using adjectives that enhanced the delivery of the information. Some examples of the adjectives used in the advertisements are *normal, safe, sound, phtography-centric, next-level, bright, clear, thin, durable, fast, responsive, full, new, ultra-fast, innovative, dynamic, competitive, breathtaking, ground-breaking, precise, amazing, clear, special, impressive, professional, bold, colourful, premium, elegant, stylish, historic, metal, beautiful, instant, added, long lasting* and *pure*. These adjectives are used to describe some specific features of the smartphones as shown in Table 4.3.

Table 4.3: Adjectives used in the smartphone web advertisements

Smartphone features	Adjectives used to describe the features in the advertisements
Overall	- photography-centric - next generation
Performance	- fast - responsive - full speed - best - faster - steadier - better - groundbreaking - powerful
Camera and camera features	- next-level - new - more light - more detail - great - groundbreaking - professional - superb - instant

Table 4.3, continued.

Smartphone features	Adjectives used to describe the features in the advertisements
Photography and selfies	• bright • clear • fast • precise • steadily shot • shake-free
Price	• affordable • competitive
Design	• thin • durable • premium • elegant • stylish • the thinnest • the lightest • metal
Display	• the brightest • most colourful • dynamic • impressive • bold
Hardware	• the most powerful • innovative • added • smarter • faster • simpler
Wireless	• ultra-fast
Roaming	• best • worldwide
Security	• the strongest
Battery	• long lasting

Another significant use of adjectives was the use of comparatives and superlative adjectives in the smartphone web advertisements. By using these comparatives and superlatives degree of adjectives, the particular smartphone was made to look better than the other. An example of comparative adjectives used in the web advertisements was *faster* by 11street to describe the performance of the Oppo F1 smartphone as shown is Figure 4.21.
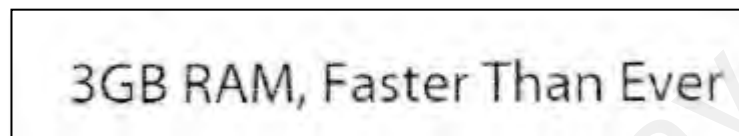
Figure 4.21. Adjective in the advertisement of Oppo F1.11street, 2017. Retrieved from http://www.11street.my/productdetail/oppo-f1s-selfie-expert-32gb-3gb-original-imported-47377674

In this advertisement, the word *faster* was use to describe the speedy performance of the smartphone. However, it did not specify that to which smartphone is this particular smartphone was compared with. It could a previously released smartphone by the same brand or smartphone released by other brands. On the other hand, it creates imagination that this particular smartphone is faster than any other smartphones.

Besides the use of comparative adjectives, adjectives were also used in the superlative form to create positive effects. For example, Huawei P9 Lite was described as having the *strongest security* in the web advertisement by DirectD as shown in Figure 4.22. This adjective creates a positive impact where it portrays the smartphone positively. By using the adjective *the strongest,* it shows that the smartphone possess a safe security system that is not found in other smartphones. Thus, it will create liking towards the products among the readers who are looking for smartphones with good security system.

SIMPLY THE STRONGEST SECURITY

Get the best security that allows easy access only to you. Huawei P9 lite uses a specialized chip-level fingerprint security integrated with ARM®TrustZone® technology, so you can keep what's precious to you safe in your own hands.
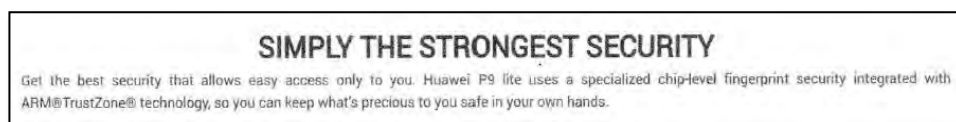
Figure 4.22. Adjective in advertisement of Huawei P9 Lite. Directd, 2017. Retrieved from http://www.directd.com.my/hw-p9-lite

In sum, the use of adjectives also brings a lot of positive impact in the advertisements. For instance, the features and benefits of the products can be highlighted with the use of these adjectives (Zhou, 2018). They also make the characteristics of the products to be attractive (Ustinova, 2019). In addition, adjectives also makes the product appeal to the online web advertisement readers by highlighting the benefits and advantages (Ebaid, 2018). In short, adjectives used in any forms including the comparatives and superlatives will have a positive impact on the purchase intention of the readers.

c) PARALLELISM

Parallelism was used in the advertisements of smartphones selected for the purpose of this research. Four types of parallelism were identified in the advertisements which are phonological parallelism, morphological parallelism, syntactical parallelism and semantic-lexical parallelism. In this section, examples for the four types of parallelism used in the advertisements will be discussed. Besides that, the effects of parallelism also will be discussed.

i. Phonological parallelism

In phonological parallelism, some sounds are repeated in a phrase or sentence. For example, in the advertisement of Asus Zenfone 3 by DirectD, sound /t/ is repeated in the phrase *game smart, win fast, stream smooth* as shown in Figure 4.23.
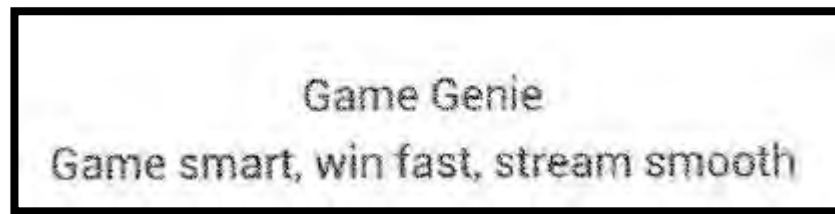
Figure 4.23. Phonological parallelism in advertisement of Asus Zenfone 3. Directd, 2017. Retrieved from http://www.directd.com.my/zenfone-3-deluxe-55

In this example, the repeated /t/ and also /th/ sounds creates a rhythm. When the readers read this advertisement, this information will easily catch their interest and attention due to the creatively used rhyming words. Using rhyming words in the advertisements helps to attract the readers' attention (Prasad & Nagendra, 2017). It also increases the word-spotting in the text (Jeon, 2017). Besides successfully gaining the readers' attention, the rhyming words also plays a crucial role in increasing the readability of the text due to the simple and repetitive sounds in the text (Prasad & Nagendra, 2017). Most importantly, rhyming words also increases the memorability of the information (Prasad & Nagendra, 2017). In sum, phonological parallelism plays a very important role in increasing the attention value, readability of the text and memorability of information.

ii. Morphological parallelism

In morphological parallelism, some morphemes are repeated in the phrase or sentence. For instance, in the advertisement of Huawei P9 by 11street, morpheme –ly which was used in the clause as shown in Figure 4.24.
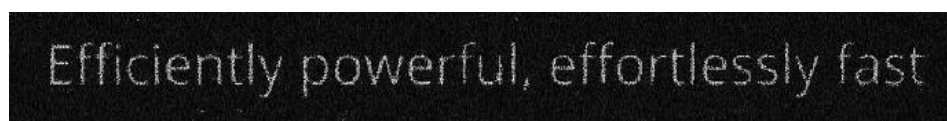
Figure 4.24. Morphological parallelism in the advertisement of Asus Zenfone 3. 11street, 2017. Retrieved from http://www.11street.my/productdetail/asus-zenfone-3-zoom-ze553kl-5-5-4gb-ram-64gb-rom-3355334414

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In this example, the adverbs that were used to describe the performance of the smartphone which are *efficiently* and *effortlessly* carry the adverbial marker –*ly*. The use of this morpheme also makes the clause to be rhythmic and sounds catchy. The rhythmic justification of the product that inform the readers why they have to buy the product, not only deliver messages but also persuades the readers to buy the product by creating liking towards it.

iii.   Syntactic parallelism

Repeated words in a phrase or sentence are an example of syntactic parallelism. Syntactic parallelism was used in many advertisements of the smartphones. The examples of the syntactic parallelism used in the advertisements are listed in the Table 4.4.

Table 4.4: Syntactic parallelism used in the advertisement of smartphones.

Phrases & Clauses	Advertisement
Pure beauty **pure** colour in grand view	DirectD (Asus Zenfone 3)
Game genie. **game** smart, win fast stream smooth	DirectD (Asus Zenfone 3)
Keep on **keep** going	DirectD (Huawei P9)
Makes a **splash**, takes a **splash**	Ipmart (Apple iPhone 7)
More beautiful, **more** fun, **more** you	Ipmart (Asus Zenfone 3)

As shown in Table 4.4, some words are repeated in the clauses used to describe and promote smartphones in the web advertisements. Repetition of words also makes the clause rhythmic. Besides that, it also stresses the information about the smartphone. Hence, repetition of words makes the products to be more noticeable and attractive.

iv.   Semantic-lexical parallelism

In the semantic lexical parallelism, lexical items are repeated in a clause or sentences. For instance, in the advertisement of Apple iPhone 7 by Ipmart, the waterproof feature of the smartphone is described as '*Makes a splash, Takes a splash*' as shown in Figure 4.25. In this example, the verbs are marked with –es which indicates the present tense and singularity. Besides making the text rhythmical, this parallelism creates emphasize on the word *splash* which indicates the waterproof features of the smartphone.

Figure 4.25. Semantic-lexical parallelism in the advertisement of Apple iPhone 7.
Ipmart, 2017. Retrieved from
http://www.ipmart.com.my/main/product/Apple_iPhone_7_Smartphone_32GB_Gold_
Apple_Warranty_528972.php?prod=528972

In conclusion, there are many effects of the use parallelism in the advertisements text. Besides persuading the readers, it also gives emphasis on the important details of the product. The use of the rhythmical texts also makes them to be outstanding and make them easier to be remembered (Mehawesh, 2013).   Repetition is used to express persuasion, surprise, instructions, questions, emotions, clarity and to emphasis something

(Ghaleb & Ali, 2012). In short, parallelism is a very powerful device which should not be neglected in the advertising texts.

d) PARADOX

There are some paradoxes that have been used in the advertisements of the smartphones. In paradoxes, contradicting ideas can be found in a text. An example is shown in Figure 4.26. The phrase *simply the strongest security* is a paradox because there are two contradicting ideas in this phrase which are *simply* and *the strongest.* How the strongest security can be simple? However, it implies that the security system of the smartphone is effortlessly powerful.
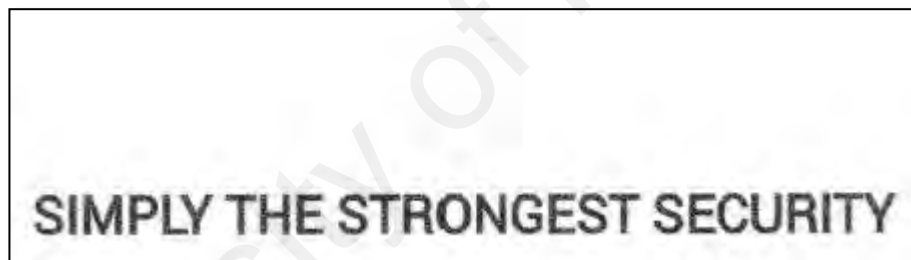
Figure 4.26. Paradox in the advertisement of Huawei P9. DirectD, 2017. Retrieved from http://www.directd.com.my/hw-p9-lite

The use of paradox in the advertisements not only helps to deliver the information about the product but also grabs the attention of the readers. It also will provoke the thought process of the readers which will impact positively on the purchase intention of the readers. In the advertisement of the products, it is a fine way to indicate the need of the buying the product besides persuading the readers to make a purchase.

e) HYPERBOLE

Some features of the smartphones are described with exaggerations in the advertisements. For instance, in the advertisement of Huawei P9 by DirectD, the smartphone's performance is exaggerated as *groundbreaking.* The example is shown in Figure 4.27.

Figure 4.27. Hyperbole in the advertisement Huawei P9. DirectD, 2017. Retrieved from http://www.directd.com.my/hw-p9-lite

The use of hyperbole gives emphasis to certain information about the product. It will also help to make the reader remember some information about the smartphones. In a study conducted by Callister & Stern (2007), it was proven that advertisements with hyperbole results in highest buying intention and understanding of product quality when compared to advertisements with puffery and also controlled advertisements. Hence, it is a wise method of including hyperbole in the advertisement texts due to the positive impact that it can create.

f) PERSONIFICATION

In the advertisements of the smartphones, this language feature was also used. For example, in the advertisement of Asus Zenfone 3 by 11street, the smartphone camera's night mode feature is described as 'camera that sees in the dark' as shown in Figure 4.28. In this example, the camera of the smartphone is given human quality of seeing. This makes the smartphone as a special product with an extraordinary quality of seeing in the dark. Basically, the clause is used to describe the night mode feature of the camera. With

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the use of personification in the clause, it makes the smartphone sounds special which will create liking towards the product.

Figure 4.28 Personification in the advertisement of Asus Zenfone 3. 11Street, 2017. Retrieved from http://www.11street.my/productdetail/asus-zenfone-3-zoom-ze553kl-5-5-4gb-ram-64gb-rom-3355334414

Another example of personification used in the advertisement is shown in Figure 4.29. In this example, the smartphone's fingerprint unlocking system is described as *'It knows you by touch'*. In this case, the smartphone is given human quality of knowing. This use of personification builds an emotional connection between the reader of the advertisement and the product. It creates a sense of belonging and also safeness of using the smartphone. This will also help to build trust towards the product among the readers. It was also proven in a study on personifications in advertisements conducted by Delbaere, McQuarrie & Philips, 2011) that positive emotional response towards the brand is yielded. Besides that, it also promotes liking towards the product and brand. Hence, it can be concluded that personification is not something that could be not included in an advertisement which is meant to deliver information while catching the attention of the people.

Figure 4.29. Personification used in the advertisement of Huawei P9. 11street, 2017. Retrieved from http://www.11street.my/productdetail/huawei-p9-lite-lte-4g-16gb-rom-3gb-ram-original-30407167

In the nutshell, the use of linguistic features aids in many ways to indicate the need of the smartphone. It helps to give emphasis on certain details about the product. Besides delivering the information about the smartphone, the linguistic features also help to attract the attention of the readers. In addition, they also help to create an emotional connection between the readers and products (Delbaere et al., 2011). In other words, the right choice of the use of linguistics features in the advertisements will not only deliver the information about the products but will persuade the readers by increasing their purchase intentions, liking towards the products and also by building trust. Liking towards the products is created by justifying the need of the products with information and also with the use of right linguistic features.

4.4.4.2 ESTABLISHING A NICHE

This sub-move was not found in any of the web advertisements used for the purpose of this research. No rhetoric was found that establish a niche.

4.4.5 MOVE 4: DETAILING THE PRODUCT

The fourth move of Bhatia's model of advertisement is *'Detailing the products'*. The three strategies of Move 4 will be discussed in this section which *are Identifying the product, Describing the product* and *Indicating the need.*

4.4.5.1 IDENTIFYING THE PRODUCT

The first sub-move of Move 4 which is *'Identifying the product'* was found in all the web advertisements used for the purpose of this research. In all the advertisements, the name of the smartphone model is provided in the Headlines. Besides the name of the smartphone, other details like its brand, colour and size of the phone were also provided in the headlines. This information was displayed in big caption in the centre of the advertisements. The details provided in the headlines were discussed in section 4.2.1. The headlines of all the web advertisements used for the purpose of this research is shown in Table 4.5.

Table 4.5: The headlines of web advertisement of smartphones.

Name of smartphone model	Name of Web Seller	Headline
Samsung Galaxy J7 Prime	11street	Samsung Galaxy J7 Prime G610 32GB (Black/White/Gold/Pink)
Samsung Galaxy J7 Prime	Directd	Samsung Galaxy J7 Prime (3GB RAM, 32GB ROM) Ori Set! MEGA SALE/18 DAYS SALE/ 80 MODELS ON SALE
Samsung Galaxy J7 Plus	Satugadget	Samsung Galaxy J7 Plus

Table 4.5, continued.

Name of smartphone model	Name of Web Seller	Headline
Samsung Galaxy J7 Pro	Ipmart	Samsung Galaxy J7 Pro (32GB, Blue, Samsung Warranty)
Samsung Galaxy J7 Prime	Lazada	Samsung Galaxy J7 Prime 3GB+32GB SAM-SM-G610FWDGXME (White)
Apple Iphone 7	11street	[RM2699 AFTER – RM100 11ST VOUCHER] IPHONE 7 ORI MYSET SEALED BOX FOC BACK CASE TEMPERED GLASS
Apple Iphone 7	Directd	APPLE iPhone 7 - Original by Apple Msia set!
Apple Iphone 7 Plus	Satugadget	Apple Iphone 7 Plus 256GB- Original Malaysia Set
Apple Iphone 7	Ipmart	Apple iPhone 7 Smartphone (32 GB, Gold, Apple Warranty)
Apple Iphone 7	Lazada	Apple iPhone 7 128GB Original Import Set (Rose Gold)
Oppo F1s	11street	OPPO F1S –Selfie Expert [32GB + 3GB] Original Imported Set
Oppo F5	Directd	OPPO F5 (4GB RAM, 32GB ROM) Original by OPPO Msia
Oppo F1s	Satugadget	Oppo F1s (Ayda Jebat Limited Edition)- Original Oppo Malaysia Set
Oppo F1s	Lazada	OPPO F1s- Selfie Expert [32GB + 3GB] Original Imported Set
Huawei P9 Lite	11street	Huawei P9 Lite LTE4G 16GB ROM 3GB RAM Original Huawei Malaysia
Huawei P9 Lite	Directd	HUAWEI P9 LITE- Original set by Huawei Msia!
Huawei P9 Lite	Satugadget	HUAWEI P9 LITE – ORIGINAL MALAYSIA SET
Huawei P9	Ipmart	Huawei P9 Dual Sim Smartphone (LTE, 32GB, Gold, Huawei Warranty)
Huawei P9 Lite	Lazada	Huawei P9 Lite 5.2" 16GB (Gold)

Name of smartphone model	Name of Web Seller	Headline
Asus Zenfone 3 Zoom	11street	Asus Zenfone 3 Zoom ZE553KL – 5.5" 4GB RAM + 64GB ROM (Black, Pink, Silver) Official Asus Malaysia Set
Asus Zenfone 3 Deluxe	Directd	Asus Zenfone 3 Deluxe (ZS550KL) SPECIAL DEAL! MEGA SALE 2018/ 18 DAYS SALE/ 80 MODELS ON SALE
Asus Zenfone 3 Deluxe	Satugadget	ASUS ZENFONE 3 DELUXE ZS550KL – ORIGINAL ASUS MALAYSIA SET
Asus Zenfone 4	Ipmart	Asus Zenfone 4 Selfie Pro ZD552KL (64GB, Gold, Asus Warranty)
Asus Zenfone 3 Deluxe	Lazada	Asus Zenfone 3 Deluxe (ZS550KL) (5.5", 4GB RAM + 64GB ROM) - Silver

4.4.5.2 DESCRIBING THE PRODUCT

The second sub-move of Move 4 which is *'describing the products'* was found in all the twenty-four web advertisements. However, the descriptions provided by each advertiser differed in terms of the number and type of descriptions provided. In some advertisements, a list of brief details of the smartphone was provided while an extended list of information about the smartphone was provided in the rest of the advertisements.

NETWORK	Technology	GSM / CDMA / HSPA / EVDO / LTE
LAUNCH	Announced	2016, September
	Status	Available. Released 2016, September
BODY	Dimensions	138.3 x 67.1 x 7.1 mm (5.44 x 2.64 x 0.28 in)
	Weight	138 g (4.87 oz)
	SIM	Nano-SIM
		- IP67 certified - dust and water resistant - Water resistant up to 1 meter and 30 minutes - Apple Pay (Visa, MasterCard, AMEX certified)
DISPLAY	Type	LED-backlit IPS LCD, capacitive touchscreen, 16M colors
	Size	4.7 inches (~65.6% screen-to-body ratio)
	Resolution	750 x 1334 pixels (~326 ppi pixel density)
	Multitouch	Yes
	Protection	Ion-strengthened glass, oleophobic coating
		- Wide color gamut display - 3D Touch display & home button - Display Zoom
PLATFORM	OS	iOS 10.0.1, upgradable to iOS 10.3.3
	Chipset	Apple A10 Fusion
	CPU	Quad-core 2.34 GHz (2x Hurricane + 2x Zephyr)
	GPU	PowerVR Series7XT Plus (six-core graphics)
MEMORY	Card slot	No
	Internal	32/128/256 GB, GB, 2 GB RAM
CAMERA	Primary	12 MP, f/1.8, 28mm, phase detection autofocus, OIS, quad-LED (dual tone) flash, check quality
	Features	1/3" sensor size, geo-tagging, simultaneous 4K video and 8MP image recording, touch focus, face/smile detection, HDR (photo/panorama)

Figure 4.30. The description of Apple iPhone 7 by 11street. 11street, 2017. Retrieved from http://www.11street.my/productdetail/rm2699-after-rm100-11st-voucher-iphone-7-ori-myset-53316836

11Street advertiser did not describe all their products in the same style. Detailed objective information about the product was provided in the advertisements for the smartphones, Samsung Galaxy J7 Prime and Apple iPhone 7. The descriptions of Apple iPhone 7 by 11Street is shown in Figure 4.30. In the advertisement of Oppo F1s, the product was more described in a persuasive style without much focus to the objective information. The details of Asus Zenfone 3 Zoom and Huawei P9 Lite smartphones were also described in persuasive style in the advertisement by 11Street without listing out the objective information like how it was found in the advertisements of Samsung Galaxy J7 Prime and Apple iPhone 7.

Screen Size	5.5 inch
Display Type	Full HD Super AMOLED
Cores	Octa Core (2.39GHz Quad + 1.69GHz Quad)
RAM	4GB
Internal Storage	32GB
MicroSD Slot	microSD, up to 256GB (use SIM Slot2)
Rear Camera	13MP, f1.7 + 5MP, f1.9 with LED Flash
Front Camera	16MP, f1.9 with LED Flash
Battery	Non-removable Li-Po 3000 mAh
Dimensions	152.4mm x 74.7mm x 7.9mm
Weight	180g
USB Port	MicroUSB
Earjack	3.5mm Stereo
OS	Android 7.1.1 (Nougat)
Colours	Gold and Black
Other Features	Fingerprint Sensor, Always on Display, Bixby Home & Reminder, Live Focus and Selfie Focus
RRP	RM1,599

Figure 4.31. The descriptions of Samsung Galaxy J7 by Satugadget. Satugadget, 2017.
Retrieved from http://www.satugadget.com.my/samsung -galaxy-j7-plus-my

DirectD provides the similar type of description for the different smartphone models The objective information provided were 'band, dimension, processor type, number of cores, RAM, size of internal storage, card slot, display, resolution, rear camera front camera, operating system, sim and battery capacity. These basic objective information about the smartphone were listed in the Specifications section while the persuasive information is provided in the Overview section of the web advertisement. Like DirectD, Satugadget also listed out the basic objective details of all the five smartphones in the Specifications section of the web advertisements. The details found in the section are 'sim slot, network,

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processor, display, resolution, RAM, Micro SD Slot, Primary camera, Secondary Camera, Chipset, Operating System, Battery capacity and Warranty'. An example is shown in Figure 4.31.

3pecification

NETWORK		CAMERA	
Technology	GSM / HSPA / LTE	Primary	13 MP, f/1.7, autofocus, LED flash
		Features	Geo-tagging, touch focus, face detection, panorama, HDR
BODY			
Dimensions	152.4 x 74.7 x 7.9 mm (6.00 x 2.94 x 0.31 in)	Video	1080p@30fps
Weight	181 g (6.38 oz)	Secondary	13 MP, f/1.9, LED flash, 1080p
SIM	Dual SIM (Nano-SIM, dual stand-by)	**SOUND**	
		Alert types	Vibration; MP3, WAV ringtones
DISPLAY		Loudspeaker	Yes
Type	Super AMOLED capacitive touchscreen, 16M colors	3.5mm jack	Yes
Size	5.5 inches (~73.3% screen-to-body ratio)	**FEATURES**	
Resolution	1080 x 1920 pixels (~401 ppi pixel density)	Sensors	Fingerprint (front-mounted), accelerometer, gyro, proximity, compass
Multitouch	Yes - Always-on display		
		BATTERY	
PLATFORM		Battery	Non-removable Li-Ion 3600 mAh battery
OS	Android 7.1 (Nougat)		
Chipset	Exynos 7870 Octa		
CPU	Octa-core 1.6 GHz Cortex-A53		
GPU	Mali-T830MP2		
MEMORY			
Card slot	microSD, up to 256 GB (dedicated slot)		

Figure 4.32. Description of Samsung Galaxy J7 Pro by iPmart. Ipmart, 2017. Retrieved from
http://www.ipmart.com.my/main/product/Samsung_Galaxy_J7_Pro_32GB_Blue_Sams ung_Warranty_543704.php?prod=543704

In the advertisements by iPmart for the smartphone models Samsung Galaxy J7 Pro, Apple iPhone 7 and Asus Zenfone 4, a detailed description of the smartphone was provided. The description of Samsung Galaxy J7 Pro is shown in Figure 4.32. A brief description was provided in the advertisement of Huawei P9 in the Specifications section of the advertisement. For example, information on network such as technology, speed,

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GPRS and EDGE, details about the phone body such as dimensions, weight and SIM, information on display such as type, size, resolution, multitouch availability and type of protection, information on platform such as type of OS, chipset and GPU, details about camera such as primary camera details, camera features, video details, secondary camera details, information on sound such as alert types, availability of loudspeaker and 3.5mm jack, information on Communications such as WLAN, Bluetooth, GPS, NFC, radio and USB, details about other features such as sensors, browser and Java, details about phone memory such as card slot and internal memory and lastly information about battery like battery type, talk time duration and music play hours were provided in the web advertisement of Apply iPhone 7 by iPmart. In brief, the objective information about the smartphone was listed out in the all four selected advertisements by iPmart. Each list in the four advertisements by iPmart was not identical to each other.

Besides advertisements from 11Street, DirectD, Satugadget and iPmart, five advertisements from lazada.com.my were also studied to identify the details of the product that have been provided in their web advertisements. The objective information about the smartphone that was listed out in the four out of five advertisements was almost identical. The four advertisements are for the smartphones Huawei P9, Samsung Galaxy J7 Prime, Asus Zenfone 3 and Oppo F1s. The general features specified in the advertisements were SKU, screen size, model, network connections, operating system, operating system version, phone features, phone type, RAM memory, resolution, screen type, sim slots, storage capacity, type of battery warranty period and warranty type. In the advertisement of Apple iPhone 7, only a few objective information were listed out like SKU, screen size, model, storage capacity, warranty period and warranty type. Persuasive information about the smartphone was found in all the five advertisements by Lazada.

The detailing of the product also promotes liking towards the products. In order to increase readers' liking towards the product, the information about the product should be well listed in the web advertisements. To save some space, it can be provided with link '*View More'* where the readers can click these links if they want to know more about this product. In short, this move is necessary move in the structure of the advertisements of smartphones as people tend to buy the product if they like the features and the functions of the product.

4.4.5.3 INDICATING THE VALUE

The third sub-move of Move 4 is *Indicating the values*. This move was found in all the twenty-four advertisements. The values of the smartphone were emphasized through the usage of phrases in all the advertisements.

Figure 4.33. Images of Samsung Galaxy J7 Primg by Directd. Directd, 2017. Retrieved from http://directd.com.my/j7-prime

Samsung Galaxy J7 was suggested for optimal viewing and comfortable single handed use by 11street because of its enlarged screen. Besides that, the smartphone was described as being able to brighten up the photos because of its advanced screen. Examples of Samsung Galaxy J7's picture in the web advertisement by Directd is shown in Figure 4.33. The pictures that showed the smartphone from different angles, highlighted the design of the smartphone. Besides the pictures, phrases that indicated the values of the smartphone were also identified in the web advertisement. For instance, 'ultra slim design, bright images even in low light, can unlock device safely within a second and longer lasting battery power'.

In the advertisement by Satugadget, Samsung Galaxy J 7 was rationalised using pictures and text. For example, 'the 16MP with F1.9 wide aperture front facing camera comes with LED and screen flash so your selfies come out bright and clear, even in low lighting conditions'. Pictures were used to visualise the content of each text in the web advertisements of Samsung Galaxy J7 Pro by Ipmart which were indicating the value of the smartphone. For example, text 'the Samsung Galaxy J7 Pro lets you take bright and vivid selfies every time with more accurate details even in low light thanks to its front LED and selfie flashes' was shown together with a picture of the smartphone with clear photo. Similar details that indicated the value of the smartphone were also found in the web advertisement of Samsung Galaxy J7 Prime by Lazada.

Figure 4.34. Description of Apple iPhone 7 by 11street. 11street, 2017. Retrieved from http://www.11street.my/productdetail/rm2699-after-rm100-11st-voucher-iphone-7-ori-myset-53316836

The values of Apple Iphone were also found in the five advertisements from the five different web sellers. The values of the smartphone were indicated by using big, colour and attractive pictures together with some phrases and words which explained the functions and features of the smartphone. For example, the chip in the Apple Iphone 7 was described as 'the most powerful chip ever in a smartphone' in the web advertisement by 11street as shown in Figure 4.34. In the advertisement of Apple iphone 7 by DirectD, the value of the smartphone was indicated through the use of a video which explained and detailed the product while indicating its value. In the advertisement by Directd, a video was provided where the viewers can click and view the details and features the smartphone which would give them insights on the benefits of Apple Iphone 7. On the other hand, pictures and words and phrases that indicated the value of Apple Iphone 7 were also located in the web advertisements by Satugadget, Ipmart and Lazada. For example, the water resistant characteristic of the smartphone was visualised with a picture

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with water droplet together with 'water resistant phrase' in these all three web advertisements.

Like the advertisements of Samsung Galaxy J7 and Apple Iphone 7, photos, video and texts were also used in the advertisements of Oppo F Series to indicate the value of the smartphone. In the advertisement by 11street, the value of the smartphone is indicated through texts which were supported with pictures. For instance, the smartphone's 3GB RAM and octa-core 64-bit processor were said to make for smooth multitasking and seamless switching between applications and movies. Besides that, it also won't affect the speed of games. This text was supported by a picture where a sports car was placed on the smartphone as shown in Appendix 1. The values that were indicated in the web advertisements by Satugadget, Ipmart and Lazada were similar to those found in the 11Street web advertisement as it was provided in the Samsung official website that was promoting and introducing this model of smartphone. In the advertisement of Oppo F5 by Directd, a video is provided where details and special features of the smartphone is shown to indicate the value of the smartphone. In brief, the value of the smartphone is also indicated by providing the details of the smartphone. This sub-move was found in all the smartphone web advertisements selected for the purpose of this study.

In sum, the detailing of the product is able to promote liking towards the product. *Liking* principle of persuasion is applied in this move. In the smartphone web advertisements, this move was found in all the web advertisements. In other words, 100% of the web advertisements have used this move. Hence, it is concluded that it a compulsory move that should be included in the web advertisements of smartphones.

4.4.6. MOVE 5: ESTABLISHING CREDENTIALS

The fifth move of Bhatia's model is *Establishing credentials*. The credentials of the retailer as the seller of the products were shown through the display of official logo, list of awards received and descriptive text about the seller. All the smartphone web advertisements have used this move in their advertisements.

4.4.6.1 DISPLAY OF OFFICIAL LOGO

First and foremost, the credentials of the online seller were shown through the display of the official logo of the retailers. It was found in all the smartphone web advertisements. The official logo of all the five advertisers was placed in the top region of their respective website. For example, the official logo of Satugadget is shown in Figure 4.35.

Figure 4.35. The official logo of Satugadget. Satugadget, 2017. Retrieved from
http://www.satugadget.com.my/apple-iphone-7-plus-256gb-original-malaysia-set-3

By displaying the official logo, the sellers are consolidating their logo in the online viewers mind. Eventually, this will make the sellers to be known through their logo by the online viewers which is also a kind of branding technique.

4.4.6.2 DISPLAY OF AWARDS AND HONOURS RECEIVED

Besides the display of the official logo of the sellers in the web advertisements, the awards received by them were also displayed in the top region of the web pages. This was found only in the web advertisements by Ipmart, Satugadget and Lazada. For example, Ipmart advertiser placed the awards that they have received in the top center region of the web advertisement as shown in Figure 4.36.

Figure 4.36. The awards received by Ipmart. Ipmart, 2017. Retrieved from
http://ipmart.com.my/main/product/Asus_Zenfone_4_Selfie_Pro_ZD552KL_64GB_Go
ld_Asus_Warranty_545286.php?prod=545286

The awards that were displayed were 2016 Winner in Consumer Electronic & Gadget, Winner of Malaysia Digital Business Award 2017 and Malaysia Top EC Merchant Awards. The display of these awards on the top region of the web page shows the credibility of the sellers to the readers. This information is placed in the top region where it will be among the first elements that viewers see which will make them to trust the credibility of the sellers and read through the other information found in the rest of the web page. It will positively influence the readers liking towards the products which would also influence their purchase intentions. Creating liking towards the products is also one of the principles of persuasions.

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Besides those awards, awards that portray the safeness of the website were also displayed to show the credibility of the sellers. Ipmart also displayed another award at the left bottom of the advertisements indicating that the Ipmart web shop is awarded with 100% Webutation award by the Webutation website as shown in Figure 4.37. The award indicates that Ipmart website is scanned and found safe by the Webutation website. This information is placed at the bottom of the page as it will not get mixed with the rest of the awards on the top and also will convince the readers to make a purchase after reading the through the web page. In other words, if the readers are having a second thought of purchasing the product online, the online safeness award at the bottom of the page will convince them to proceed with purchase.

Figure 4.37 The display of Webutation award and Comodo Secure Icon. Ipmart, 2017. Retrieved from http://ipmart.com.my/main/product/Asus_Zenfone_4_Selfie_Pro_ZD552KL_64GB_Gold_Asus_Warranty_545286.php?prod=545286

Besides Webutation award, other icons that indicate the online safeness were also found in all the web advertisements by Ipmart, Satugadget and Lazada. Ipmart and Satugadget websites displayed Comodo Secure icon which indicates that the website is safe and the information is insured as shown in Figure 4.37. In Lazada web shop, a seal titled *PCI DSS Approved* was shown which indicates that the web shop data and credit card payment are secured as shown in Figure 4.38. This is a persuasion technique where it can be classified as authority principle of persuasions. Through the display of these awards, attempts are

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taken to persuade the viewers to make purchase as the awards indicate how authorised the sellers are to sell the products.

Figure 4.38 Data security seal. Lazada, 2017. Retrieved from
https://www.lazada.com.my/asus-zenfone-3-deluxe-zs550kl-5534-4gb-ram-64gb-rom-silver

4.4.6.3 DISPLAY OF LINK OR TEXT ABOUT THE ONLIINE SELLER

Other than the display of official logo and awards, text about the sellers was also considered as *Establishing Credentials*. All the online sellers described their business in their advertisements except Satugadget advertisers where descriptive text about the seller was not found in none of the five advertisements selected from Satugadget. Hence, this move was found in only nineteen web advertisements out of the twenty-four advertisements. Eight advertisements from the nineteen advertisements provided the details and credibility of the seller in the form of text captioned like *About Us* in main page of the advertisement itself. A secondary link directing to a new page was found in the rest of the eleven web advertisements which provided text about the online sellers. An example of links provided is shown in Figure 4.39.
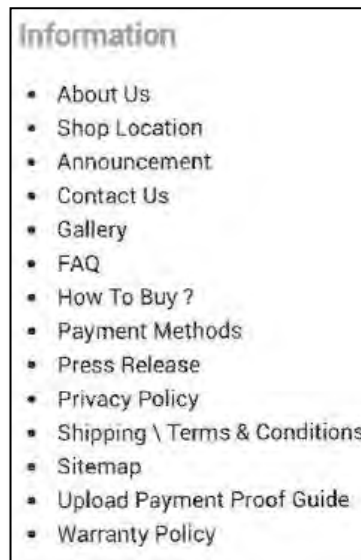
Figure 4.39 *About Us* link. Huawei, 2017. Retrieved from
http://www.directd.com.my/hw-p9-lite

In a nutshell, *establishing credential* move was found in all the five web shops through three types of methods which are by displaying the official logo, awards received and descriptions about the seller. All the five advertisers have placed their official logo in the web advertisements while only three web shops which are Ipmart, Lazada and Satugadget have shown the awards that they have received which also indicates their authority as seller. In addition, the credentials of the sellers were also shown by providing a text about the sellers which were shown by 11street, DirectD, Ipmart and Lazada.

By including this move in the advertisements, the readers are persuaded to buy the products by using *Authority* principle of persuasions. By displaying the official logo, awards received and also the descriptions about the seller, the readers persuaded that the seller is authorised well to sell the smartphone in the online platform. It will also help to form trust towards the seller.

4.4.7 MOVE 6: ENDORSEMENTS AND TESTIMONIALS

The sixth move of Bhatia's model is *Endorsements or testimonials.* This move was found in all the web advertisements except in the advertisements by Satugadget for the smartphone models Apple iphone 7, Oppo F1 Series, Huawei P9 and Asus Zenfone 3. In other words, this move was found in the 83% of the web advertisements used for the purpose of this research. Ratings, feedback and testimonials were also considered as Move 6 although only endorsements and testimonials were labelled as Move 6 in Bhatia's framework of advertisements (2004).

4.4.7.1 11STREET

In the web advertisements by 11streeet, there was a section for ratings as well as for reviews and feedback. The customers can give ratings based on their experience of purchasing the smartphones. They can either vote for satisfied, average or dissatisfied. Five customers who bought Samsung Galaxy J7 Prime were satisfied with their purchase while only one customer voted for average as shown in Figure 4.40.
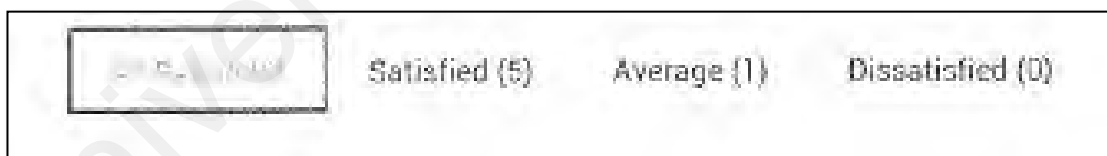
Figure 4.40 Ratings of Samsung Galaxy J7 Prime. 11Street, 2017. Retrieved from http://www.11street.my/productdetail/samsung-galaxy-j7-prime-g610-32gb-black-white-gold-23636618#product-detail-reviews

In the reviews and feedback section, the customers wrote their good experiences and feedbacks when purchasing the products as shown in Figure 4.41.

Figure 4.41 Reviews and Feedback section. 11Street, 2017. Retrieved from
http://www.11street.my/productdetail/samsung-galaxy-j7-prime-g610-32gb-black-
white-gold-23636618#product-detail-reviews

For instance, they complimented the quick delivery and the condition of the smartphone while receiving the parcel. However, there was a customer who gave suggestion to improve the packaging as he or she has received the parcel with dented box. Two people voted for satisfied with their purchase of Apple Iphone 7.

Three reviews were also found in the web advertisement where the customers appreciated the fast instalment plan, fast and safe delivery service besides recommending that particular seller. In the web advertisement of Oppo F1s, eleven people voted for satisfied while two voted for average. The seller was praised by customer for the fast delivery, authenticity of the smartphone, the price and the condition of the phone while receiving in the review and feedback section of the advertisement. One of the customers added that he or she was not really satisfied with the two head plug charger. There were two reviews, six feedbacks and six votes for rating in the review, feedback and rating section in the web advertisement of Asus Zenfone 3 Zoom. Six persons voted satisfied in the rating section while the customers were also complimented the fast delivery, quality of the packaging, the condition of the phone upon receiving and the respond given by the seller.

4.4.7.2 DIRECTD

Similar feedback and reviews were also found in the web advertisements by Directd while a link directing to a secondary page was found in the advertisement of Apple iphone 7 by Ipmart. The link was named as Testimonials under the Corporate Info section. Similar reviews and feedbacks were also found in the rest of the advertisements by iPmart. In short, there were a lot of information found in the rating and reviews section such as about the good or bad condition of the smartphone upon receiving, delivery services in terms of the time taken to deliver and packaging method and services about the seller. The testimonials were found in the form of feedbacks, reviews and ratings in the main web page itself or in the secondary link.

4.4.7.3 SATUGADGET

There were no reviews and feedback sections found in the smartphone advertisement by Satugadget except in the advertisement of Samsung Galaxy J7. However, there were no reviews found in the section at the time of data collection.

4.4.7.4 IPMART

In the advertisements by Ipmart, the link to the testimonials of the product was placed in the information section. The testimonials were not placed on the web page itself. An example is shown in Figure 4.42.

Corporate Info	Browse iPmart	Customer Services
About Ipmart.com	Mobile Phone	My Account
Testimonials	Phone Accessories	Track Your Order
Career with us	Tablet	Support Ticket
Google+	Notebook & Desktop	Submit your review
	PC Accessories	
	Projectors	
	Printer	
	Camera	
	Gaming	
	Home Appliance	
	GPS & Other	
	New Arrivals	
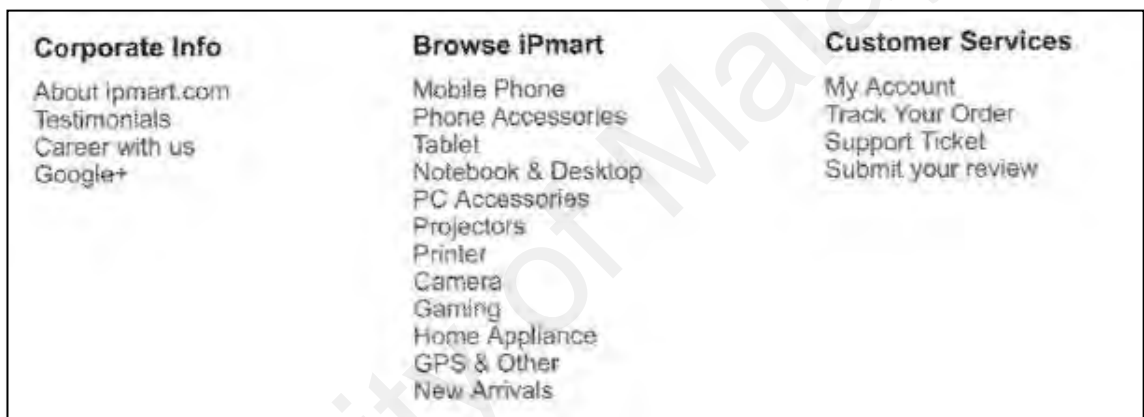
Figure 4.42 Link to testimonials. Ipmart, 2017. Retrieved from http://ipmart.com.my/main/product/Asus_Zenfone_4_Selfie_Pro_ZD552KL_64GB_Go ld_Asus_Warranty_545286.php?prod=545286

4.4.7.5 LAZADA

There also was a section for ratings and reviews in the five web advertisements chosen from Lazada. The average rating was displayed which calculated based on the ratings given by the customers in the form of stars. Readers also can write their reviews in the section provided. Apple iPhone 7 was given a rating of five out of five stars which were given by two people. In the review section, two people asked questions about payment methods. These questions are not considered as review as they are not giving feedback about the product. Samsung Galaxy J7 Prime was given 3 stars out of five stars in the

rating section which were given by two people. Only one review was given where the customer was sharing the bad experience of purchasing this product from the specific seller. The customer claimed that the product purchased was dented which was delivered in a parcel with broken seal. Ten viewers of this advertisement found this review was helpful. Oppo F1s was given 3.8 average ratings out of 5 where 15 ratings were given by the readers.

Besides the rating, nine reviews were also displayed in the web advertisement of Oppo F1s. Six out of nine reviews were the positive feedback from customers who were appreciating the good condition of the smartphone, complete delivery of all items specified, duration taken to deliver and the originality of the phone. The rest two reviews were the questions asked by the readers while there was a negative feedback stating that 'the phone is spoilt'. In Lazada's web advertisement of Asus Zenfone 3 and Huawei P9 Lite, no reviews were displayed as none of the readers left a review in the section provided. The rating for the products also was not displayed as no rating was given by customer at the time of data collection.

In short, twenty out of the twenty-four web advertisements have provided feedback and reviews from their customers in their web advertisements. Satugadget advertisers used this persuasion principle only in their advertisement of Samsung Galaxy J7 while it was not found in the rest of the advertisements which are for smartphone models like Apple iPhone 7, Oppo F1 series, Huawei P9 and Asus Zenfone 3. As discussed earlier in the section 4.2.6, the content of feedbacks or reviews was mostly on the product delivery like the packaging, period of delivery and the conditions of the smartphone. Other than the reviews on the product delivery, the originality of the phone was also argued and

confirmed in the review and feedback section. Positive reviews on good services were also found in the advertisements.

Including testimonials from customers in the advertisements tends to yield positive result. In a study conducted by Tocila & Cara (2016), it was also proven that testimonials positively affect the behavioural attitude, affective attitude and cognitive attitude of the customers. In other words, testimonials from other customers help to build trust among the readers as they tend to trust the people who had purchased and used the products.

This move acts as a persuasion strategy in the advertisement where two types of persuasion principles are applied here. Firstly, testimonials from others creates liking towards the products. As discussed earlier, testimonials will make the readers to think that this product has been successfully purchased online by someone. Testimonials are also *Social Proofs* which is one of the principles of the persuasions. The term *social proofs* is more suitable for this move as it includes reviews, feedbacks and ratings from the customers who bought the smartphone in the web advertisements. The term *Testimonials* is the feedback given by the customers after using the product.

In sum, this move will be more apt if it is named as social proofs as the readers are able to share their experiences and opinions through a number of methods like reviews, feedbacks, testimonials and ratings. This move has a positive impact on the readers' purchase intentions and trust towards the seller and products.

4.4.8 MOVE 7: OFFERING INCENTIVES

The seventh move of Bhatia's model is *Offering incentives.* Out of twenty-four web advertisements, this move was found in twenty advertisements. In other words, 83% of the advertisement have used is more in the advertisements of smartphones. Three web advertisements of DirectD for the smartphone models Apple iphone 7, Oppo F1 Series and Huawei P9 and also web advertisement by Ipmart for the model Huawei P9 did not use this move in their advertisements. Different types of incentives were offered in the smartphone web advertisements such as discounts, free shipping, free memory card, free screen protector, free phone case, discounts for other products, and discount for flight tickets.

11street offered 32GB Micrs SD card and one year extended warranty for the purchase of Samsung Galaxy J7. Samsung Galaxy J7 Prime model smartphone was included in a mega sale for 18 days in the Directd web advertisement while online readers were offered with free shipping service for the purchase of the same model smartphone in the Satugadget web advertisement. Free shipping was also offered in the Lazada's web advertisement with some conditions. Free shipping service was provided only within West Malaysia for orders above RM500. Besides free shipping, 20% off for Air Asia flights were offered for the readers for the purchase of this smartphone.

A number of incentives were also offered for the purchase of Apple iphone 7 by the five web advertisers. 11street offered 19% off for the purchase of this product besides offering the back case and a tempered glass. Directd did not offer any free incentives for the purchase of this product. Satugadget and Ipmart provided free shipping service for customers who buy this smartphone. Lazada offered quite a number of incentives for the

purchase of this smartphone, Apple iphone 7. In the advertisement of Apple iphone 7 by Lazada, readers were offered with a free gift worth RM 39, a Temper Glass and a phone casing. Besides the free gifts offer, the price was also discounted for 24% and free shipping service was also offered.

New

Asus Zenfone 3 Zoom ZE553KL - 5.5" 4GB RAM + 64GB ROM (Black,Pink,Silver) Official Asus Malaysia Set

1 Year Warranty by Asus Malaysia

8 Product Reviews   ♡ Add to Wishlist

RM 1,839.00 RM 2,399.00   23% OFF

Figure 4.43. Discount for Oppo F1s in the advertisement by 11street. 11street, 2017. Retrieved from http://www.11street.my/productdetail/oppo-f1s-selfie-expert-32gb-3gb-original-imported-47377674

Similar incentives were also offered for the purchase of Oppo F1s. 11street offered 35% off for the purchase of this smartphone in their web advertisement as shown in Figure 4.43. A free phone case, a free selfie stick and free shipping was offered for the readers for the purchase of special edition smartphone, Oppo F1s Ayda Jebat Signature Laser Engraving Phone. Lazada offered 36% discounts and free shipping for Oppo F1s. The buyers of Huawei P9 Lite were also offered with some incentives as well by 11street, Satugadget and Lazada. 11street offered 25% discounts of price while Satugadget offered free shipping service. Lazada also offered 27% discounts for the purchase of Huawei P9 Lite.

Free incentives were offered for the purchase of Asus Zenfone 3 in all the five web advertisements used for the purpose of this research. 11Street offered 23% discount for the purchase of this smartphone. This model of smartphone was also on a sale in the Directd web advertisement where a price discount was offered for the online readers. On the other hand, free shipping service was offered in the Satugadget's and Ipmart's web advertisements. The online readers also can buy this product in Lazada's website at a 30% discount together with free shipping service. In brief, free gifts like memory card, free shipping, discounts for the added purchase of power banks and thumb drives, price discounts, screen protector and phone case, 20% discounts for Air Asia flights are example of incentives offered by the sellers in the five web advertisements. In sum, discounted prices, free shipping, free memory card, free screen protector, free phone case, discounts for other products, and discount for flight tickets were offered for the purchase of smartphones in the five web advertisements.

The incentives offered by the five sellers were also analysed to identify mostly offered incentive. The numbers of different types of incentives offered are shown in Figure 4.44. As shown in Figure 4.44, incentives like discounts and free shipping are the mostly offered incentives with equal count of frequencies in the advertisements used for the purpose of this research. It is followed by free phone accessories with a large number of differences and then by discounts for other products and also extended warranty which were offered in an advertisements only.
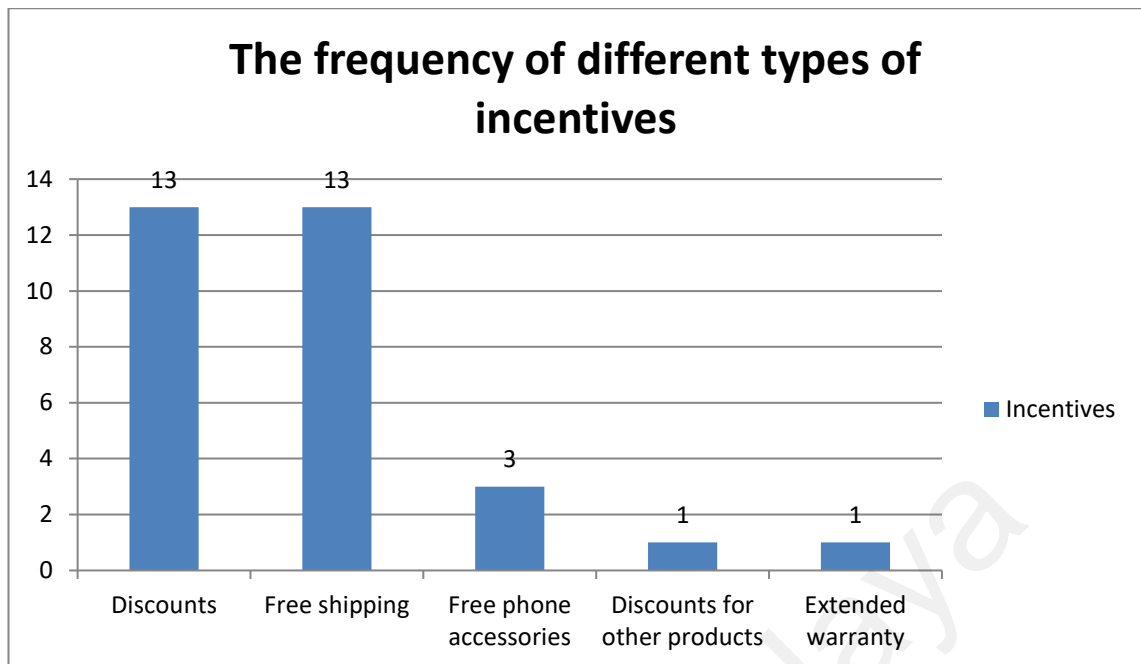
Figure 4.44. The frequency of different types of incentives offered by the sellers

Offering incentives move is similar to the *Reciprocation* principle of persuasions. The prime motive of this move is to persuade the readers to make a purchase by offering free gifts and services that will attract their interests and attentions towards the product. In conclusion, offering incentives move is capable of attracting the readers' attention and also persuades them to make a purchase.

4.4.9 MOVE 8: USING PRESSURE TACTICS

The eighth move of Bhatia's model is using *Pressure tactics*. Only five out of the twenty-four advertisements had used pressure tactics in their advertisements. The five advertisements were for smartphone models Samsung Galazy J7 Series and Asus Zenfone 3 by DirectD, Samsung Galazy J7 Series, Apple iphone and Asus Zenfone 3 by Lazada. Three web sellers among the five selected web sellers did not use pressure tactics move in their five advertisements which were 11street, Satugadget and Ipmart. The methods used to create pressure among the readers were by limiting the number of smartphones available for purchasing and also by limiting the duration of a sale where the smartphone could be purchased with discounted price. In other words, the purchase of product was limited through two ways which are limitation of quantity and limitation of time.

Among the five web sellers, only Directd advertiser used pressure tactic by creating product limitation where the time of purchasing was limited. Moreover, out of the five smartphone advertisements by Directd chosen for the purpose of this study, only two web advertisements contained pressure tactics move which were the advertisements of Samsung Galaxy J7 Prime and Asus Zenfone 3. Both the smartphone models were on 18 days mega sale which included 80 models of smartphone. This information was placed in the headlines of the advertisements. As the headline is the first element of the advertisement read by the readers, this message will be delivered straight to them. The headline of Asus Zenfone 3 is shown in Figure 4.3. By limiting the time of purchase, it creates urgency among the readers to buy the product

Other than time limitation scarcity, product quantity limitation scarcity was also used to create pressure among the readers. This move was only found in the web advertisements by Lazada for three smartphone models which are Samsung Galaxy J7, Apple iPhone 7 and Asus Zenfone 3. Only four and three smartphones were available for purchasing in the advertisement of Samsung Galaxy J7 and Apple iPhone 7 respectively by Lazada. Only two Asus Zenfone 3 smartphones were available for purchasing in the web advertisement in Lazada. This information was placed under the price with smaller font. A picture of advertisement of iPhone 7 by Lazada is shown in Figure 4.45. By limiting the product quantity, the readers might feel exclusive to buy a limited product. However, the readers do have another option of purchasing the products elsewhere.

Figure 4.45 Scarcity in the advertisement of iPhone 7. Lazada, 2017. Retrieved from http://www.lazada.com.my/apple-iphone-7-128gb-original-import-set-rose-gold-593

This move is a persuasive move where readers are persuaded to purchase the products before the smartphone goes out of stock or before the sale ends. Scarcity principle of persuasion is applied here. The scarcity principle basically implies that restricted items are more valued than abundant items (Fenko, Keizer & Pruyn, 2017). It also gives good impression about the quality of the product as they will be perceived as better than other products (Cialdini, 2006). When a product is limited for purchasing either by limiting the quantity or by limiting the time of purchase, the purchase intention of the potential of

customers increased as proven by (Jang, Ko, Morris & Chang, 2015). Scarcity principle increases the subjective value of products or services which is frequently used by marketers (Fenko et al., 2017). It is a good method to persuade the readers to purchase the marketed products in the advertisements.

On the other hand, out of the twenty-four advertisements, only five advertisements contained this move in the advertisements of the smartphones. The only reason behind it might be the lack of knowledge among the sellers or they avoid this move as they know that the readers are aware of this step as a marketing tactics. However, using pressure tactics do have some persuasive benefits as discussed earlier where it can be used by limiting the quantity of the products or time of sale.

4.4.10 MOVE 9: SOLICITING RESPONSE

The ninth move of Bhatia's model is *Soliciting response*. This move is found in all the web advertisements used for the purpose of this research. There were no strategies provided in the framework proposed by Bhatia (2004). However, three strategies for this move were identified in this study. Responses from readers were solicited through various ways and techniques in these web advertisements. In the web advertisements selected for the purpose of this research, the responses solicited from the readers were categorised into three strategies which are soliciting responses towards the advertised products, soliciting responses towards other products and also soliciting responses towards others information.

4.4.10.1 SOLICITING RESPONSES TOWARDS THE ADVERTISED PRODUCT

In the web advertisements of smartphones, responses towards the product were solicited in all the advertisements. The responses towards the product include the any responses that are related to the product advertised. The responses expected from the readers by each online retailer towards the advertised products are summarised in Table 4.6.

Table 4.6 The responses solicited towards the advertised products.

No.	Solicited Responses
1.	Add to cart
2.	Add to compare list
3.	Add on
4.	Add to wish list
5.	Buy/ Buy Now
6.	Email a friend
7.	Select casing
8.	Select extended warranty
9.	Select memory card
10.	Select the quantity
11.	Select colour
12.	Select screen protector
13.	Select SPEC
14.	Share
15.	Q & A
16.	Quantity

The web advertisements of different sellers are unique by their own. Although this move is mandatorily should be used in the advertisement, the responses that were intended to be solicited from the readers can vary in terms of the presentation of the product and information in every advertisement. In all the advertisements, it is compulsory to provide the *Buy* icon where the readers can click it in order to make the purchase. On the other hand, in the websites that sell many products, the readers have an option of adding all the desired products into a cart by clicking the *Add to cart* icon and then make an overall purchase. Hence, the choice of the links and icons that should be provided in an advertisement is largely depend on the uniqueness of each website.

In addition, the options of selecting the smartphone features like the colour, SPEC, casing and memory are also optional as it is only provided in the web advertisements which did not sell smartphone with specific features. In the advertisements by Satugadget and DirectD, the readers were provided with *Add to compare li*st where they can add the desired smartphones into the list to make comparison and then, they can choose the product that they really wanted. Besides that, the readers were also provided with *Share* links where they can share the web advertisement to someone through email and social media for purposes like to inform them about the products or to ask their opinions about the product.

Other than these options, readers were also provided with another option which is adding the smartphone in the *Add to wishlist* in the advertisements by Lazada. This option is a persuasive strategy where the readers are made to be committed to the seller and product. *Commitment* principle of persuasion is applied here. If the reader is not able to buy the product at the moment of reading the web advertisement, they can click on this icon where they can choose to purchase the product whenever they want as the smartphone will be listed in the wish list of their account in the web page. This makes the reader to be committed to the web page where they are given chance of purchasing the product anytime.

In sum, *soliciting responses towards the product* sub-move is a compulsory step that should be used in the advertisements as the prime motive of the advertisements is to sell the targeted product. The other links are optional links which can utilised by the advertisers according to their needs and advertising design and style.

4.4.10.2 SOLICITING RESPONSES TOWARDS OTHER PRODUCT

The second sub-move of *Soliciting responses* move is soliciting responses towards other products. This sub-move informs the readers the other available products which might attract their interests and attentions. Even if the readers did not intend to buy the particular product that was advertised in the web advertisements, they can click through the links to the advertisement of other products.

In the advertisements used for the purpose of this research, the link to the other products' advertisements can be sorted into two. Firstly, the advertisement showed the link to same kind of the products which are smartphones. Secondly, the advertisements also showed non-smartphone products that were also sold by the same seller. Hence, the choice of selecting which products that should be advertised depends on the availability of other products that are sold by the retailers. The captions used to provide the links to other products are summarised in Table 4.7.

Table 4.7: Captions of the links to other products.

Name of online sellers	Captions
11 street	• CUSTOMERS WHO VIEWED THIS ALSO VIEWED • HOTSELLING • BEST STORE ITEMS
DirectD	• NEW ARRIVALS
Ipmart	• WHAT'S HOT IN THIS CATEGORY • WHAT'S NEW IN THIS CATEGORY • Recently Viewed Items • Similar Products • view more from this brand
Lazada	• CUSTOMERS WHO VIEWED THIS ALSO VIEWED • SPONSORED PRODUCTS
Satugadget	• Nil

This sub-move was found in the four out of the five web sellers' advertisements. All advertisements except Satugadget have included this sub-move in their advertisements. In other words 79% web advertisements used for the purpose of this study contained this sub-move in the smartphone web advertisements.

This sub-move not only plays the communicative role of informing about other available products to the potential customers, but it also acts as a persuasive technique. This sub-move keeps the readers to stay on the web page of the seller even if they do not intend to purchase the smartphone that they are reading about. Instead, other options are made available in the website which promotes other smartphone models or other products as well. In other words, *Commitment* principle of persuasion is applied in this sub-move. These links with attractive pictures of the products were displayed to make the readers to be committed to the seller.

Other than *Commitment* principle of persuasion, liking principle was also used in this sub-move. The language used as the captions of the other products' links contained linguistics features like adjectives. Adjectives like *hot, best* and *new* were used which makes the captions attractive and catchy. The use of words like this will promote readers' liking towards the products. Besides adjectives, the captions were also in uppercase with bigger fonts as it gives emphasis to this section.

In short, the identified second sub-move of *Soliciting Responses* move which is *Soliciting responses towards other products* was used in nineteen out of twenty-four advertisements. This sub-move is also able to persuade the readers by creating liking towards the products and also by making the readers to be committed to the seller.

4.4.10.3 SOLICITING RESPONSES TOWARDS OTHER INFORMATION

Besides soliciting responses towards the advertised product and other products, responses towards other information were also solicited in the web advertisements studied for the purpose of this research. This information is labelled as the third sub-move of *Soliciting responses* move. The links that provided information to other information which required the readers to click it to know further details. These links was divided into four categories which are links to information about the seller, links to buyers' own information, links to information about policies and services and links to sell products. The links in each category is shown in Figure 4.46.
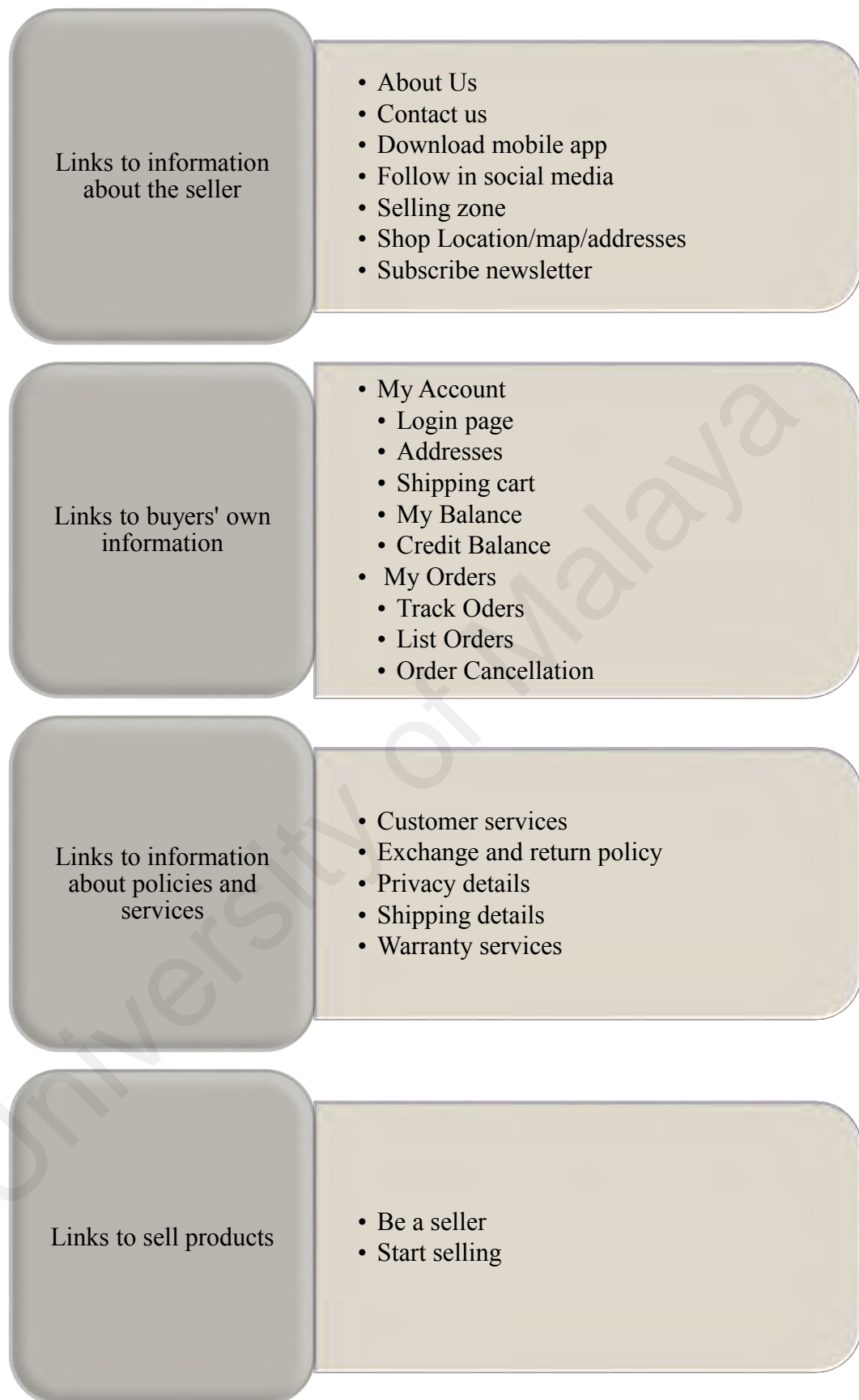
Links to information about the seller	• About Us • Contact us • Download mobile app • Follow in social media • Selling zone • Shop Location/map/addresses • Subscribe newsletter

Links to buyers' own information	• My Account
	  • Login page
	  • Addresses
	  • Shipping cart
	  • My Balance
	  • Credit Balance
	• My Orders
	  • Track Oders
	  • List Orders
	  • Order Cancellation

Links to information about policies and services	• Customer services • Exchange and return policy • Privacy details • Shipping details • Warranty services
Links to sell products	• Be a seller • Start selling

Figure 4.46. Links to other information

These links performs two communicative purposes. They mainly perform the communicative role of informing the readers with necessary information about the seller, details about online purchasing, information about seller policies and services and links to know about how to sell products in the web advertisements. Links to information about the sellers like their contact numbers and email- addresses were provided in all the web advertisements. Links to the shop location were found in the advertisements by Satugadget and DirectD. In other words, the choice of information that should be included depends on each seller where they can provide the shop location if they have. However, basic information like contact numbers and email-addresses should be provided as they are the main means of communication. In addition, providing links to the information about the seller's policies and services inform the readers with the information that they should know.

Besides informing the readers, some of the links also performs the persuasive role. In addition, providing links about buyer's own information is also a step of making them to be committed to the website. By logging into their account in the web page, they will be able to check their shipping cart, track their orders and also cancel the orders. For instance, links like *Download mobile app, Subscribe newsletter* and *Follow in social media* are making the readers to be committed to the seller where they will be getting news and advertisements about products from the seller through these platforms. *Commitment* principle of persuasion is applied here.

In the advertisement by 11street, there are links for the readers to follow the online seller in Social media platform. The readers are also provided with link to download mobile application in each web advertisement by 11Street. Besides these links, readers also can click on the 'Notification' link to stay connected with the seller. In the advertisements by DirectD, the readers can click on the icons to follow the seller in Twitter, Facebook, Youtube and Google Plus. Other than getting the readers to be committed to the seller through the use of social media, Directd also provides a space in the web advertisements where the readers can enter their email addresses to get newsletters from the seller. Subscribing to the newsletter service was also found in all the web advertisement by Satugadget and also icons that give options to the reader to follow the seller in the social media platforms. Similar services were also found in the web advertisements by Ipmart and Lazada where links to follow the seller in the social media and option to subscribe to newsletter. Other than those services, Lazada also provided a link to download Lazada's mobile application.

In short, *soliciting responses* move was found in all the web advertisements used in this study. Three strategies for this move were identified which were used in the smartphone web advertisements. These strategies provide information and also persuade the readers.

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4.4.11 OTHER IDENTIFED MOVE(S)

Besides the nine moves proposed for advertisements by Bhatia (2004), there were some moves that were identified in the smartphone web advertisements studied for the purpose of this research. The moves are discussed in this section.

The web advertisements of the smartphones are interactive pages where the readers can click on some links to know further about it. For example, there is *Login* icon in the web advertisements where the readers can click on it to log into their account in the website. In addition, there were some icons shown in the advertisements by Lazada. For instance, there was an icon on the top segment of the page titled as *Change language*. Readers can click on this icon to choose their preferred language if it is not English. This option will be helpful for people with various language preferences. This will also make sure the optimum delivery of information to the readers via these web advertisements.

In addition, people also can click on the link *Visit the store* to check out the products sold by an individual seller in the web advertisement. Ipmart which ships the products worldwide, provided an icon titled as *Select currency* where the customers can choose the currency of their payment. With this option, they will be able to view the price of the product in preferred currency on the page itself without have to do a manual calculation.

Other than that, some icons were displayed in the web advertisements by Ipmart and Lazada. They also displayed the shipping companies name under the caption *Shipping partners* and *Delivery services* respectively. This shows that these sellers collaborate with many delivery and shipping partners. The display of the delivery and shipping companies' logo on the web advertisements will have positive impact on the purchase intention of the readers.

Another prominent move that was found in all the web advertisements was the display of images and videos about the smartphones. Colourful images which showed the smartphones from different angles were also displayed in the web advertisements. The display of the videos about the smartphones also optionally can be included. However, these aspects of the web advertisements could not be studied in depth in this study as the images collected from the web pages were in black and white.

These moves also play the role of persuasiveness. Liking principle of persuasion is applied here. For example, the web page personalisation icons like login page, selecting the language and selecting the currency will create an interaction between the readers and the web advertisement. It will create a sense of ownership where the readers can choose the details that they wanted. In addition, the images and videos about the product which indicates the details and the need of the product will also promote liking towards the product. A desired emotional response is also stimulated when the visuals are portrayed in an advertisement (Pochun Brennan & Parker, 2018).

In short, there were three moves found in the web advertisements of smartphones which were not included in the rhetoric structure proposed by Bhatia (2004). The other identified moves are shipping and/or delivery details, web page personalisation and images and/or videos of the product. Liking principle of persuasion is applied in these moves.

4.4.12 RHETORICAL STRUCTURE OF MALAYSIAN WEB ADVERTISEMENTS OF SMARTPHONES

In this section, the rhetorical structure of Malaysian web advertisements of smartphones which was identified through this study will be listed. The identified rhetorical structure of Malaysian web advertisements of smartphones is shown in Figure 4.47.

Move 1: Headline
Move 2: Targeting the Market
Move 3: Justifying the product by indicating the need
Move 4 : Detailing the product
- Sub-move 1: Identifying the product
- Sub-move 2: Describing the product
- Sub-move 3: Indicating the need
Move 5: Establishing credentials
Move 6: Social proofs
Move 7: Offering incentives
Move 8: Using pressure tactics
Move 9: Soliciting responses
- Sub-move 1: towards advertised product
- Sub-move 2: towards other products
- Sub-move 3: towards other information
Move 10: Shipping and/or delivery details
Move 11: Web page personalisation

Figure 4.47. The rhetorical structure of Malaysian web advertisement of smartphones.

As shown in Figure 4.47, there are eleven moves identified in the Malaysian web advertisements of smartphones. Apart from the nine moves specified by Bhatia (2004), there are two additional moves that were found in the web advertisements of smartphones which are shipping and/or delivery details and web page personalisation.

4.5 CONCLUSION

In this chapter, the rhetoric structure of the smartphone web advertisements was discussed. The moves were labelled and discussed based on rhetoric structure proposed by Bhatia (2004). The principles of persuasions realised in each move were also discussed. Some moves that were identified in the smartphone web advertisements also were discussed.

CHAPTER 5: CONCLUSION

5.1 INTRODUCTION

In this chapter, the summary findings of the study will be discussed according to the two research questions. The chapter also contains the significance of the findings and the limitations of the study. In addition, suggestions for future research are also discussed in this study.

5.2 SUMMARY OF FINDINGS

The major finding of this study is the rhetorical structure used in the Malaysian smartphone web advertisements and how the principles of persuasions were realised in the smartphone web advertisements. The rhetoric structure used in the web advertisements are shown in Table 5.1

Table 5.1 Rhetorical Structure of smartphones web advertisements

Rhetoric structure of advertisements proposed by Bhatia (2004)	Rhetoric structure of Malaysian smartphone web advertisements
Move 1: Headline	Move 1: Headline
Move 2: Targeting the Market	Move 2: Targeting the Market
Move 3: Justifying the product or service • Sub-move 1:Indicating the need • **Sub-move 2: Establishing a niche (Not found)**	**Move 3: Justifying the product or service by indicating the need**
Move 4 : Detailing the product • Sub-move 1: Identifying the product • Sub-move 2: Describing the product • Sub-move 3: Indicating the need	Move 4 : Detailing the product • Sub-move 1: Identifying the product • Sub-move 2: Describing the product • Sub-move 3: Indicating the need
Move 5: Establishing credentials	Move 5: Establishing credentials
Move 6: Endorsement or testimonials	**Move 6: Social proofs**
Move 7: Offering incentives	Move 7: Offering incentives
Move 8: Using pressure tactics	Move 8: Using pressure tactics
Move 9: Soliciting responses	**Move 9: Soliciting responses towards** • **Sub-move 1: advertised product** • **Sub-move 2: other products** • **Sub-move 3: other information**
Not specified	**Other findings:** **Move 10: Shipping and/or delivery details** **Move 11: Web page personalisation**

As shown in Figure 5.1, there are some differences between the rhetoric structure proposed by Bhatia (2004) and the rhetoric structure of the smartphone web advertisements. Firstly, the second sub-move of *Move 3 Justifying the product or service* which is establishing a niche was not found in the web advertisements used for the

purpose this study. The product was only justified by *indicating the need.* Hence, *Move 3* is rephrased to make it more specific and the strategies were eliminated. Secondly, *Move 6 Endorsements and testimonials* is rephrased according to this genre of advertisement. This is because there were ratings, reviews, feedback and testimonials by customers which were included in the advertisements. No endorsements were found in the smartphone web advertisements. Hence, this move is proposed as *Social Proofs* as this term compromises all the socially related feedback, ratings, reviews and testimonials.

Thirdly, Move 9 which *Soliciting responses* were made specified by identifying the three strategies used in the web advertisements. Three strategies are soliciting responses towards the advertised product, towards other products and towards other information. In addition, some additional moves were also identified in the corpus of the study. The other identified moves are *shipping and/or delivery details* and *web page personalisation.* Shipping and delivery details include the origin of the shippers whether it is locally shipped or shipped from overseas, the duration of delivery of the product, the delivery charges and other relevant details. On the other hand, the web page personalisation is the login page for the customers where they can log into the website with a registered ID, check their orders, key in their address and also track their orders. This is a move that was not specified in the rhetorical structure of advertisement by Bhatia (2004) who analysed advertisements in print forms. In this move, the online shoppers can select some options through the navigation buttons that are made available in the web advertisements in order to meet their own needs and liking. This move is what makes online web advertisements differ from print advertisements.

Other than the rhetorical structure of the smartphone web advertisements, the principles of persuasions that were realised in each move were also identified. The principles of persuasions used in the web advertisements are shown in Table 5.2.

Table 5.2 Principles of persuasions found in each move

Rhetoric structure of Malaysian smartphone web advertisements	Principles of persuasion used
Move 1: Headline	• Liking • Scarcity
Move 2: Targeting the Market	• Commitment & consistency • Liking
Move 3: Justifying the product or service by indicating the need	• Liking
Move 4 : Detailing the product Sub-move 1: Identifying the product Sub-move 2: Describing the product Sub-move 3: Indicating the need	• Liking
Move 5: Establishing credentials	• Authority
Move 6: Social proofs	• Social Proofs
Move 7: Offering incentives	• Reciprocation
Move 8: Using pressure tactics	• Scarcity
Move 9: Soliciting responses towards Sub-move 1: advertised product Sub-move 2: other products Sub-move 3: other information	• Liking • Commitment & consistency
Move 10: Shipping and/or delivery details	• Liking
Move 11: Web page personalisation	• Commitment & consistency • Liking

As shown in Table 5.2, all the six principles of persuasions proposed by Cialdini (2007) were applied in the smartphone web advertisements. By identifying the principle of persuasions used in each move, it helps in understanding how the moves perform the communicative purpose of persuading the readers to buy the product besides informing them about the product.

The findings of this study will be useful for many parties. Firstly, the rhetoric structure that was identified through this research can be a guide for the web advertisement developers where they will be able to choose the move that they want to have in their web advertisements that sell smartphones. Besides that, this study also has identified the linguistic features used to justify the product in the web advertisements. It will benefit the sellers to use right words in describing the products besides persuading them to purchase the product.

Other than that, these findings also will be useful for the academician where they can carry out further researches using this identified rhetorical structure. It will be helpful in the study of ESP as well. It also adds on to the literature in the discourse field. This study was able to enrich the rhetoric structure proposed by Bhatia (2004) by identifying the moves that were specifically used in the smartphone web advertisements.

5.3 LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

This study was carried out to identify the rhetorical structure and persuasive principles used in the Malaysian smartphone web advertisements. Efforts were made to minimalise the limitations of the study. However, there are some limitations in this study.

Firstly, the visual elements of the advertisements could be analysed as the corpus of data was printed out in black and white without foreseeing the effects of this elements in the advertisements. It is a major drawback as including visual elements would have led to in depth discussions. Future studies should be carried out to find out how the visual elements affect the purchase intentions of the readers and also how they persuade the readers to make a purchase. Other than that, the functions of the linguistic elements can be explored further.

Besides that, the sampling of the data was collected from only twenty-four web advertisements by five web sites. Thus, the reliability of the data might be affected because of this number. In addition, these web advertisements are subjected to change over time as websites are being upgraded constantly by the web owners.

5.4 CONCLUSION

In conclusion, the summary of the findings of the study was discussed in this chapter. The significances of the findings were also discussed. Besides that, the limitations of the study were also provided together with some suggestions for future research.

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