VILNIUS UNIVERSITY BUSINESS SCHOOL

DIGITAL MARKETING STUDY PROGRAM

SKATINANČIŲ VEIKTI REKLAMINIŲ PRANEŠIMŲ INSTAGRAMO KANALE ĮTAKA VARTOTOJŲ KETINIMAMS PIRKTI	***THE INFLUENCE ON CONSUMER PURCHASE INTENTION OF CALL-TO-ACTION IN PROMOTIONAL MESSAGES ON INSTAGRAM CHANNEL***

HATICE DINDAR

Master Thesis

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INTRODUCTION

Relevance of the Thesis

Social media has become a rising power. According to Datareportal's 2023 report, 4.76 billion social media users are worldwide (Datareportal, 2023). People spend around 2 hours and 31 minutes, and 25.9% of 4.76 billion users are using social media to find products to purchase (Datareportal, 2023). As a result of this tendency, social media is becoming more essential for companies to promote brands and communicate with consumers due to its interactivity and participatory characteristics (Chae, 2021). In this way, social media is an effective marketing tool to generate consumers' behavioral responses (Chu, Kamal, & Kim, 2019).

Social media is one of the most dynamic areas of marketing and requires constant monitoring of user behavior. That's why companies constantly try new strategies and ways. One of the platforms that companies communicate with their customers the most is Instagram because consumers like to be sold to in short, high-visual-value messages (Pais, & G, 2021). According to Datareportal, Instagram has 2 billion monthly active users ve companies can reach a total potential of 1.32 billion people for ads on Instagram (Datareportal, 2023). As we can understand from these statistics, businesses prefer Instagram to purpose of reaching this large user base.

Neil and Nirman's (2021) study of the Instagram purchase intention effect showed that businesses can influence their customers if they communicate in similar ways. As we will understand from this study, businesses need to create different strategies to increase the purchase intentions of consumers. Although it has been studied that factors such as brand awareness affect the purchase intention of the consumer, it has been found that ads and promotional messages also affect purchase intention in recent studies (Ahmed et al., 2023; Davidaviciene et al., 2019; Susanti et al., 2020). Promotional messages, one of the 4P and 7P components, are one of the marketing tools used for purposes such as introducing new products, increasing sales, gaining a place in the mind of the customer, and creating brand loyalty. (Boone & Kurtz,1987;Sayın, 2021). In Boone and Kurtz's book shows that promotional activities are part of the marketing strategy needed by the business, both small and medium-sized businesses (Boone & Kurtz,2005, cited, Susanti et al., 2020). Also, they support that promotion is the process of disseminating information, persuading, and convincing a purchasing decision (Susanti et al., 2020).

However, not all promotional messages have the same characteristics and they have different forms of presentation to the consumer. Although one of the previous studies in the tourism sector studied how providing sufficient information in promotional messages affects the consumer's prepurchase process, there is no sufficient study on the effects of CTAs in promotional messages on purchase intention (Kim et al., 2016). Therefore, the main purpose of the research is to examine the purchasing intention of consumers using Instagram based on the effect of CTAs used in promotional messages.

The problem of the research is how the inclusion of call-to-actions in promotional messages used on Instagram affects the consumer's purchase intention.

The aim of the research is to find out how the call-to-actions used in the messages will have an effect on the purchase intention, taking into account the effect of promotional messages on the pre-purchase process of the consumer.

The objectives of the research are:

1) To define the concept of purchase intention and influencing factors;

2) To analyze and define the effect of different types of promotional message characteristics on purchase intention on Instagram;

3) To analyze and define the effect of using CTAs on promotional messages in purchase intention;

4) To develop the research methodology;

5) To provide results and relevant conclusions.

The research will use a quantitative **research method**. A cross-sectional design will be employed, collecting data from active Instagram users who have engaged with promotional messages on the platform. Quantitative data will be gathered through a structured questionnaire, measuring participants' purchase intention and their perceptions of promotional message characteristics and CTAs. By employing this research method, the study aims to provide a comprehensive understanding of the influence of CTAs in promotional messages on consumer purchase intention on Instagram.

The Structure of Thesis

In order to meet its purpose and objectives, this paper was divided into three sections. The theoretical background of the following thesis topic is presented in the first section of this work. The effects of social media on purchase intentions were defined through the Instagram channel. The effect of promotional messages on Instagram and the CTAs used on the consumer and buying process is taken into account.

The second part of the article presents a research model based on the consumer behavior aspect to better understand and analyze the purchase intentions of consumers against promotional messages used with CTA on Instagram. In addition, the second part presents the working methodology and structure of the survey.

The third section includes the study's primary findings, which were further compared to the results from other research. Furthermore, data were collected using a survey method, and the results were analyzed using. Conclusions, summaries, references, and appendixes make up the final section. Additionally, this study used Chatgpt to generate ideas and check the accuracy of the data analysis part.

LITERATURE ANALYSIS

1. Definition of Promotional Message

Promotion is one of the components of the 4P and 7P marketing mix. Philip Kotler defines promotion as the steps taken to inform consumers about products and to encourage them to buy these products (Kotler, 1990 cited by Üzümcü). Promotional messages are also one of the basic elements of this promotion. Tactics and strategies for a product or service to be presented to consumers based on information about marketing research, product planning, development, and distribution constitute Promotional Messages (Salai et al., 2014). The promotional message emerges by knowing the psychological and socio-cultural characteristics of the potential consumer such as rational and emotional motives, attitude perception, and personality structure. The aim here is to reveal the attractiveness of the product or service (Didem, 2009). However, promotional messages are a strategy used not only for the purchasing activity of consumers but also for the promotion of new products, their imprinting in the minds of the target audience, recognition of potential customers, and increasing brand loyalty (Sayın, 2021).

In this study, promotional messages will be handled as messages that draw the attention of Instagram users and encourage them to take action. Besides this, what kind of result will be obtained with the content framework and the added CTA will be discussed.

1.1 Concepts of Consumer's Purchase Intention

The concept of purchase intention represents a customer's plan to purchase a product or service in the upcoming period (Makudza et al., 2020, cited, Eti et al., 2021). According to Shah and Pillai (2022), purchase intention is the form of decision-making in which consumers learn the reasons for the buying process of a brand and service. Patmawati and Miswanto (2022) defined purchase intention as a situation in which consumers tend to purchase a product under certain conditions. In the same study, Patmawati and Miswanto (2022) also stated that purchasing behavior is the key point for consumers to access and evaluate certain products. That's why, marketers have leaned towards this concept and tried to improve new strategies for it, as purchase intention can be quite decision-making (Mirabi et al., 2015; Eti et al., 2021). Studies on purchase intention show that various factors affect the purchase intention of the customer, internally and externally (Shah & Pillai, 2022).

Purchasing intention follows a process that follows when someone realizes that they need a product, and is driven to buy that product (Öztürk et al., 2022). As it can be understood from here, consumers generally do not have a direct purchase intention. There are many factors that

make them intend to purchase products and services. Lie et al. (2022) concluded that brand personality and good brand experiences create positive perceptions of consumers, thus increasing their purchase intention.

Wang and Yang (2010) found that variables such as gender, age, and income did not affect the purchase intention much, but brand awareness and brand credibility significantly affected the purchase intention. When consumers enter a new decision-making process, they also consider the price when making comparisons (Macdonald & Sharp, 2000). Again, in the same study, it was seen that brand awareness was important even though competitor prices were compared (Macdonald & Sharp, 2000).

Although many studies deal with factors such as brand awareness, brand value, and service quality, in this study, we will focus on the factors that will mobilize more consumers in a short time. However, in general, it would be a false illusion to think that consumers' purchase intentions increase only according to the brand. When the factors affecting the purchase intention of the consumer for the purchase of online financial services were investigated, it was concluded that the motivations of the consumer such as usefulness, ease of use, security, and privacy were effective (Salciuviene et al., 2014).

Based on previous research, many factors that will affect the consumer's purchasing intention are considered within the framework of personal and brand. It has been determined that the Theory of Planned Behavior is used in studies to evaluate these broad factors in the correct context. In addition, since this study will investigate consumer intentions on the Instagram platform, it would be appropriate to add the Technology Acceptance Model in addition to this theory.

1.1.2 Promotional Message on Purchase Intention

Online marketers use various promotional messages as a strategy to encourage consumer purchases (Song et al., 2021). These promotional messages include messages about scarcity, messages about social cues, benefits of products/services, and many more (M.Song et al., 2021; Salai et al., 2014). Promotional messages play a significant role in shaping consumers' purchase intentions. Trust, attitude, and perceived usefulness significantly influence purchase intention. Perceived ease of use is also among the factors that significantly affect subjective norms and perceived usefulness (Sintia et al., 2022). A well-crafted promotional message can influence consumers' perceptions, attitudes, and behaviors toward a product or service (Phau&Ong, 2007; Kelley et al.,2004; Susanti et al.,2020).

Attitude towards advertising and promotions can be defined as the consumer's general evaluation towards these advertisements and promotions. The customer's relationships towards an advertisement have an important structure on the purchasing policy. (Olson and Mitchell, 2000 cited Kudeshia and Kumar, 2015). In their study, Erdem et al (2017) revealed that attitude towards advertisements is effective in clicking on advertisements. In a study of Phau and Ong clothing brands' environmental messages, customers responded more positively to product-related messages than to purposeful messages. As a result of the study, they concluded that when there is a promotional message for a particular product consumers' motivations may vary according to the level of interest in the product (Phau&Ong, 2007). However, tailoring promotional messages to individual preferences and behaviors can create a sense of relevance and increase the likelihood of purchase intention. Because the message will be related already to consumers' needs, thereby easing the decision-making process, and reducing cognitive dissonance through perceived relevance (Gazley et al., 2015; Zhao et al., 2021).

Another factor that affects purchase intention is impulsiveness, which affects the consumer cognitively. Impulsiveness refers to unplanned or uncalculated behavior (Rejikumar & Asokan-Ajitha, 2020 cited Stern, 1962). With the receipt of stimuli, perceptual and psychological processes occur in the customer's mentality and results, including purchasing intentions, emerge, mostly through a rational process. In their study, Rejikumar and Asokan-Ajitha (2020) studied the cart abondoned strategy and found a positive effect on consumer impulsiveness to complete purchases.

To summarize, promotional messages are one of the important strategies in marketing to give the desired message to the customer and increase sales rates. However, how to deliver this message to the customer is a key point. On the basis of previous studies, it has been revealed that personalized promotional message content frameworks that are suitable for the customer profile, conumer's positive attitudes towards promotional messages and impulsiveness of consumers affect the decision-making process and increase the purchase intention.

1.1.3 Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM) and S-O-R Model on Purchase Intention

The Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), and S-O-R (Sitimulation, Organism, Response) are widely used in research on factors affecting

online purchase intention (Ha et al., 2019). TAM and TPB were adapted from the Theory of Reasoned Action (Fishbein & Ajzen, 1975, cited in Ha et al., 2019). The difference between TAM is that, instead of separate attitudinal determinants for each behavior, it uses two variables: perceived ease of use and perceived usefulness (McFarland and Hamilton, 2006). TPB was created as an extension of the theory of reasoned action to understand situations where people do not have full will control (Ajzen, 1991). There is a certain interaction between these two models developed on the same theory. (Ha et al., 2019). In contrast to TAM and TPB, the S-O-R model discusses the formation of the person's response to stimuli from the environment and provides this by explaining the relationship between three components: the stimulus (S), followed by the organism (O) and the response (R) (Miswanto & Patawati, 2022).

TPB can explain a significant part of the variance in behavior by predicting attitudes towards behavior in general, subjective behavioral norms, and perceived control over behavior, in short, behavioral intentions with high accuracy. Therefore, TPB provides a useful conceptual framework for understanding the complexity of human social behavior (Ajzen, 1991). TAM, on the other hand, depends on the consumer's behavioral intention to adopt a particular system or technology, which is influenced by perceived usefulness and perceived ease of use. (Davis, 1989 cited in Zhang et al., 2023). Although TAM is generally used in areas such as the use of web-related technologies, there are also studies in which it has been expanded (Folkinshteyn and Lennon, 2016; Vahdat et al., 2020). According to Rauniar et al. (2013), TAM is a good model for understanding social media acceptance and usage. They stated that social media increases perceived usefulness and utilitarian orientations. However, the relationship between consumer emotions and behavior is largely ignored in both models. SOR, on the other hand, examines both external stimuli and the emotional reactions of the consumer, as well as the behavior of consumers, taking into account the combined effect of the factors and their impact on consumer behavior (Liu et. al, 2023).

Aizen (1991) explained that the more positive the attitude and subjective norm regarding the behavior and the greater the perceived behavioral control, the stronger the individual's intention to perform the behavior in question will be. TPB theory is one of the theoretical frameworks frequently used in studies on purchase intention (Kruse et al., 2019 & Gonçalves et al., 2022 & Nekmahmud et al., 2022). One of the biggest reasons for this is that additional variables can be associated with different combinations depending on the nature of the TPB behavior and the purpose of the study (Conner and Armitage, 1998; Liu and Liu, 2020; Dionysis et al., 2022). The TAM model analyzes and supports the understanding of factors

affecting the acceptance of computer technology use. TAM was developed from a psychological theory that describes users' behavior based on the relationship between beliefs, attitudes, intentions, and user behavior (Murphy and Blessinger, 2003 as cited in Syarifudin et al. 2018). In investigating the factors affecting consumers' online purchasing intention, various factors such as a positive attitude towards internet use and online shopping, perceived usefulness, previous shopping experience and brand equity were examined through the TAM framework (Rham et. al, 2022; Rana, 2022; Ha et. al, 2022). al, 2019). Miswanto and Patawati (2022) stated that expressive stimuli make consumers respond, response is characterized by the presence of consumer behavior in response to the stimuli provided. This response may be an indicator of purchase intention, purchase, cancellation of purchase, or avoidance of purchase. Therefore, SOR model is widely used by researchers to describe stimuli and consumer responses.

Rijitha R (2021) continues while stating a theory used for the representation and prediction of TPB, where behavior is determined by behavioral intentions and perceived behavioral control under detailed conditions. As a result of the research, it was found that the target audience decides to purchase products based on selective behavioral intentions, such as reading reviews and reviews and making decisions based on sites' promotions or marketing (R, 2021). Syarifudin et. al., reviewed al e-commerce and found the purchase proof of the ease of use of the site. Usability and ease of use represent user attitudes, attitudes represent students' behavioral intentions, and behavioral intentions reflect the effects of actual usage skills (Kejin, 2009 cited Syarifudin et al., 2018). They will have their personality, purchase intention, and be proficient in using online sales or e-commerce systems (Syarifuddin et al., 2018). Handayani et. al., (2018) found that visual appeal and advertising content stimuli increase consumers' tendency to shop in the online store and buy products impulsively. In short, while TPB is based on internal and external connections, TAM is more user-oriented through usability and ease of use, while S-O-R provides results by measuring the effect of environmental stimuli on the consumers and their responses to this effect.

To summarize, the purpose of S-O-R discuss the formation of a person's response to stimuli from the environment. It finds this by measuring the behavioral reactions that the consumer chooses according to their perceptions, feelings, and thoughts towards stimuli from the environment. As a result, to contribute to science, the author will base his research on the SOR model and use this model in his study.

1.2 Characteristics of Different Promotional Messages

While the digitalized world mostly affects consumer behavior, it has also developed the methods used to reach consumers (Susanti et al., 2020). With effective planning and product development, quality products can be produced, these products can be priced appropriately and delivered to consumers through distribution channels. However, if the products produced by the companies and brands are not sufficiently known by the consumers or if the consumers are not informed and persuaded about the products, an effective result cannot be achieved (Sayın,2021). Promotional messages are also one of the ways organizations communicate their product and service offers to their customers effectively (Susanti et al., 2020). For this reason, Jennifer Lawrey (1998) sees the promotion processes as a part of the communication process with the customers. Susanti et al. (2020), explained promotional messages as an attempt by manufacturers to persuade their consumers to buy their own products and services.

Promotion is one of the marketing communication elements used to persuade and promote audiences to draw their attention to the products and services offered. Although it is seen as a simple advertisement at first, it is actually a reflection of the whole of marketing plans and strategies. One of the key components of 4P and 7P, which is one of the marketing models made in history, is promotion (Boone & Kurtz,1987, cited, Goi, 2009; Išoraitė,2021). Bhatt and Emdad (2001) defined promotion within the 4Ps as action-oriented activities. Promotion mix elements have advantages over other marketing components in the formation of decisions and messages (Sayın, 2021). For this reason, business development is one of the methods to be followed to increase brand awareness of products and services or to maintain its presence in the market (Susanti et al., 2020). Tracy stated that promotion includes all ways of communicating products and services to the consumer and how they are marketed and sold. Promotional messages, therefore, include persuasive communication messages aimed at consumers to promote products and services. The message is verbal and/or nonverbal symbols that indicate the purpose of the sender (Tracy, 2004, cited, Susanti et al., 2020). Promotional messages can be presented in different ways by brands and companies. These can be presented to the consumer in different ways such as coupons, giveaways, contests, free shipping, and sponsorship (Zhao et al., 2019; Chong et al., 2017).

The promotional message contains information that the sender (marketer) conveys to the public (consumers). In marketing, marketers can present messages of different characters to attract consumers. The purpose of promotional messages is to activate the consumer and to

provide two-way communication. For this reason, a promotional message should be written in a character that will attract the attention of the audience. There is no promotional message created with only one method. The characters of the prepared promotional messages vary according to the relevant market and target audience (Susanti et al., 2020; Rowley, 1998). The character of the promotional message is determined by the communicator considering how it will evoke the desired response in the target audience. An ideal promotional message should grab the attention of the target audience, sustain their interest, arouse their desire, and mobilize the target audience (Salai et. al, 2014). Promotions also include messages such as various offers, brochures, direct mail, contests, special events, coupons, and discounted prices. In today's marketing world where intense competition is experienced, the effects of frequent discounts such as free gifts, free samples, giveaways, and competitions are increasing. With this strategy, marketers aim to increase the number of customers, increase revenues, and generate profits (Sayın, 2021).

Sunikka and Bragge (2019) observed in their study with bank customers that promotional messages containing informative messages were received more moderately by the majority of customers. In the study carried out to improve the promotional messages of the hotels, it was found that the informative directions added to the promotional messages, such as transportation, accommodation, and meals, were more positively received by the travelers. In addition, it was also found in this study that travelers welcomed the information used in promotional messages more positively in their near future plans when presented with a picture (Kim et al., 2016).

The choice of the content of the promotional message is very important and changes dynamically with the impact of changes in consumers' attitudes (Sudarević, 2000, cited, Salai et al, 2014). For this reason, it is important that consumer-centered research and promotional messages are focused on the target audience. In this way, promotional messages will contain personalized messages about what it provides to the consumer, not the product and service (Salai et. al, 2014). Preparing the promotional message by recognizing the target audience and based on their behavior increases positive results (Kim et. al, 2014). Anghelcev et al. (2020) changed the perception of organic shoppers in the US that processed organic food products are healthy, with minor changes in their promotional messages. The group is convinced that processed organic food products are healthier than regular organic food products because marketers promote the health and nutritional value of processed organic products (Anghelcev et al., 2020).

Promotional messages should also be persuasive. For this reason, it is important that what is desired is given in accordance with consumer perception. In promotional messages, it is necessary to consider how they can affect consumer perception by presenting important points such as price, product-service advantages and important features of the product-service will be presented (Davis et. al, 2016; Chen et. al, 1998). The best example of this situation is the studies on price framework. Chen et al. (1998) found that how price promotion information is framed has an impact on customer perception and purchase intentions. In fact, they have seen that the reason why retailers use percentage numbers in promotional messages of low-priced products is that it has a more positive effect on consumer perception. In another study, it was observed that alliterative promotional messages increased sales rates. It has been found that such promotional messages make it easier for consumers to process the message, which in turn affects them to make more positive judgments and evaluations (Davis et. al, 2015).

To summarize based on previous studies, promotional messages are very important in marketing, both in promoting products, services, and brands, and in communicating with consumers. However, in order to achieve effective results, it has been found important to adapt the promotional messages according to the content and target audience. Call-to-actions, which are used to mobilize especially in promotional messages, will be discussed in the next section. Promotional messages attract attention by focusing on what the product and service provide to the consumer and convince them with price offers and strong words that will affect consumer perception. However, as we understand from the research I have added above, the characteristics of promotional messages show flexibility and change shape according to the sector in which it is used and the target consumer group.

1.2.1 Impacts of Different Promotional Messages

One of the important factors affecting the choices of the target audience is the image of the brand. In particular, the harmony of the brand's own image with the product image affects the product evaluations of the consumers. Therefore, marketers have focused on the persuasiveness of promotional messages and have developed promotional messages to change how consumers think about the brand (Graef,1996). Although this study was carried out many years ago, the increase in brand awareness today helps the customer to choose from more than one alternative product and has a very positive effect on the purchase decision. (Swoboda et al. 2021; Wang et al. 2021).Businesses and brands need to try to create a strong brand in the rising competitive market. Compared to the past, consumers today are more often comparing product

prices and features online. For this reason, companies have the opportunity to introduce themselves and their products to their potential customers with promotional messages (Chong, et. al. 2017).

Consumer behavior and desires also cause changes in purchase intentions. With today's conditions, the desire to save and save, and sales promotion messages also affect the consumer positively. Sales promotions such as pre-purchase coupons and discounts are given to consumers before purchasing and are intended to encourage purchase. Post-purchase promotional messages, on the other hand, are given to customers after their shopping and are intended to make consumers loyal customers (Zhu et. al. 2023). Apart from consumers who love to save, there are also consumer behaviors that enter into purchasing competition. It has been previously studied that a limited number of product promotional messages positively affect purchase intention (Song et. al., 2021). In addition, promotional messages containing contests and prizes also led consumers to purchase (Eustice et al., 2019).

The differentiation point and striking feature of the product included in the promotional messages also affect the consumer. Tourists are more willing to pay for wine brands that are highlighted as locals and offer extra services such as a tasting room. The biggest reason for this is related to the fact that tourists know the advantages of the things they will pay for. Especially if these advantages meet the consumer's desire, promotional messages provide significantly efficient results (Eustice et al., 2019).

To summarize based on previous studies, promotional messages increase brand awareness, customer loyalty, willingness to buy, and purchase rates. In particular, the presentation of a promotional message that is compatible with the behavioral characteristics and expectations of the consumer will highlight the brands and companies in the competitive environment.

1.2.2 Impacts of Promotional Messages on Instagram Channel

In the previous section, we discussed the basic characters of promotional messages, but the communication channel(s) chosen is also very important to increase the positive effect of promotional messages on the consumer (Rowley, 1998). With the rise of the digital world, a new online world has been created. Social media allows users and organizations to create

messages and respond to them in new ways (Whelan et. al, 2013). One of the popular channels of this online world is Instagram with 1.35 billion users (Statista, 2023). Instagram is not just a photo, story, or video-sharing platform. The platform also has the purpose of creating a community. For this reason, Instagram allows both personal brands and companies to introduce themselves with its many renewed and new features (Instagram, 2023). Instagram has become a platform where brands and companies convey promotional messages and encourage interaction with and between consumers while selling products/services. With this feature, Instagram is a social media channel that will provide a competitive advantage for brands and companies (Kim et al., 2023). Companies and brands prefer Instagram as an effective, and visual marketing channel to create brand value in the minds of consumers. The interaction, personalization, trending, and especially two-way communication offered by Instagram affect the brand value and positive brand value increases the loyalty of the consumer towards the brand (Park et. al 2022).

Instagram provides many interactive content opportunities to support businesses and reach potential customers. For this reason, many companies from various sectors prefer to use Instagram for purposes such as reaching large audiences, creating brand awareness, increasing website traffic, and supporting and increasing sales activities (Berki, 2019). In addition, while businesses introduce themselves to their consumers, they also get the opportunity to listen to the comments and feedback shared by the consumers (Kim et al., 2023). In today's consumer-centered marketing world, customers prefer social media, especially Instagram with its popularity because they choose the content they want to reach (Philip Kotler, 168; Statista 2023). This helps consumers make informed purchasing decisions (Cheung et al., 2021). When we examine the 2023 Instagram statistics, 62.3% of users follow brands on Instagram and research brands. 70% of them review Instagram again after shopping. As we will understand from here, Instagram is also a platform where users find inspiration to buy and discover a new product (Statista,2023).

According to the Instagram report, an average of 130 million people check product tags in shopping posts every month. This has been an important leap forward for businesses to reach brand awareness and ideal target audiences (Lv et. al., 2020). In this way, the promotional messages presented to the user on social media can direct and influence online consumption behavior. The study conducted on Trendyol in 2019 has shown how effective promotional messages on Instagram are. Trendyol is one of the largest e-commerce stores in Turkey, and in this study, the content of the shares they shared in the last 6 months was examined and the

content that provided the most interaction was determined. As a result of the study, it was determined that social media provided advantages to brands and companies in increasing brand awareness and providing two-way communication. Among the shares, a visual called "legendary days", in which the discount days were introduced received one of the most interactions. In this sharing, it was emphasized that there are discount days that are attractive and provide benefits (Şirzad, 2019). N11 is an e-commerce store like Trendyol. This business also announces campaigns such as special day discounts and basket discounts to the consumer audience via Instagram. Product promotion and discount posts received many likes, comments, and messages from the Instagram audience. As can be seen from this study, promotional messages can be presented to consumers in many different contexts and ways (Şengüler, 2019).

In the survey conducted by Eda et al. with Instagram users in 2017, it was concluded that all of the participants primarily followed the pages of businesses and brands in order to have information about the business and its products, and some of them in order to access promotions and discounts. In addition, most of the participants stated that the number of likes and positive-negative comments affect their purchase intentions. In the study conducted by Liu and Ti in 2018, it was found that the effect of online comments on the purchase intention of the consumer is positive. Businesses and brands can achieve better results on Instagram because the platform allows consumers to share their thoughts (Astuti& Putri, 2018).

Now, almost every company and brand is aware that the use of Instagram is important in reaching the consumer, but in this case, it has increased the competition on the platform. Therefore, each brand and company desires to stand out from its competitors with creative promotional messages and to achieve a different position in the minds of consumers. Especially with promotional messages such as price discounts, coupons, contests, and giveaways, companies, and brands aim to gain a place in the minds of consumers. Promotional messages, such as sales promotions, aim to enable consumers to make unplanned purchases by giving them reasons to buy now (Demirel, 2006). In this way, brands and companies in promotional messages can influence consumers' purchasing decisions by presenting scarcity messages through time or quantity limits. At the same time, they aim to activate the consumer with messages such as the products they put on the market were produced in limited numbers and were in excessive demand (Atılgan & Küçüktalaslıo, 2019).

1.3 Definition and Impact of Call-to-Action in Promotional Messages

Call to Action (CTA) buttons are an invitation-to-action feature that allows users to make direct and real purchases through social platforms and redirects to the relevant page (Martínez-López et. al, 2020). Due to the conversational structure of CTA, it is the most popular and actionable practice that has been adopted over the years and applied in the literature (Chae, 2021). Online marketers use the CTA to refer to any rhetoric that requires a specific action. Here it calls for action and the mechanism by which action can be carried out (Wall & Spinuzzi, 2018). The most important result of using these buttons will be that it significantly increases the ease of purchasing, along with increasing direct sales and brand advocacy. (Lindsey-Mullikin & Borin, 2017).

The CTA feature added on Meta is set to help online stores brand and share their products or services on Instagram. Different “call to action” buttons, such as “Download,” “Learn More,” and “Shop Now,” provide a link that directs users to a web page that gives more information. Thus, it creates a more efficient and simpler way for the consumer (Northcott et. al, 2021). The use of CTA buttons makes the advertising product on Instagram more attractive and can trigger potential customers to be more impulsive in purchasing (Moran et. al., 2019). Because customers can get more information and buy at that moment when they see something they like, there is less time lag between evaluation and purchase, so consumers are less likely to fall out of the decision process. (Instagram Business, Lindsey-Mullikin & Borin, 2017). However, Sostarec (2020) examined the most CTAs used, he found that the "learn more" message was used more and was more educational. It is a call to action especially preferred by businesses that want to introduce and educate their target audience about a new product or service. This way the user is educated about the product or service and helps increase their purchase intention. Contrary to this, calls to action such as "shop now" are more direct and clear. In this way, it has the potential to directly influence the consumer's purchasing intention (Martínez-López et. al, 2020; Sostarec, 2020; Northcott et. al, 2021).

CTA is often a part of the screen that prompts the user to click to engage with a brand further (Chen et al., 2020). This can be an image, a button, text, or other graphics (Chen et al., 2020 ; Bartoš& Habarta,2019). It is often created to mobilize audiences, to produce some sort of immediate and measurable result (Chen et. al,2020). CTA refers to the action that the brand or business wants. For example, one of the key performance indicators of website components is click-through rates, which shows how people are impacted by the CTA. The aim here is to increase the click-through rate with CTA (Bartoš & Habarta,2019). Based on previous studies,

in this study, the elements that make up the structure of effective CTAs and their effects are as follows (Chae, 2021; Rogers et. al., 2019; Moran et. al., 2020; Šoštarec, 2020).

1.3.1 Clickable CTA

CTAs are used to reveal the extent to which a particular call to action influences the relevant behavioral response and determine the level of engagement based on the response required. Including clickable CTAs in content increases the consumer's desire to discover more about the brand (Moran et. al., 2019). Whatever business and brands want people to do should be instantly recognizable through clickable buttons (Kingsnorth, 2022). Chae (2021) states that calls to action for better communication on social media increase user engagement.

The clickability of CTAs has the potential to increase the conversion rate necessary for websites and business owners to profit from their online business. (Bartos & Habarta, 2019). CTA is a vehicle that positively affects online referrals. An encouraging CTA button prompts existing customers to engage with their social networks by informing them about products and influencing and encouraging their friends' purchasing decisions (Jung et. al., 2020). Moran et al. (2019), in their study on engagement in social media, concluded that CTAs have an almost universal effect on clicks. They found that the inclusion of CTA increased all consumer behaviors.

1.3.2 Impulsiveness of CTA

Impulsiveness is explained as the consumer having a very strong desire to take action at that moment and not thinking about why (Semuel et. al., 2017). A person with impulsivity is triggered by the intention and desire to take action. It has been found that CTAs trigger the consumer's impulsiveness with actionable messages on the consumer (Verma & Badgaiyan, 2015, cited, Semuel et. al., 2017). Popular platform Meta has introduced engagement measurement tools as well as call-to-action buttons for image and video ads. It explained that these buttons can drive conversions by directing customers interested in featured products directly to the point of sale (eMarketer, 2023). Because CTA buttons have a positive effect on consumers' impulsive buying but are less effective in improving consumers' behavior. Besides this, CTA supported by images increases consumers' impulse buying intention. This is because it makes it easier to get information about the product/service from the advertisement content (Handayani et al., 2018).

Hadayani et. al. (2018) studied that sharing promotional advertisement content on Instagram with CTA may affect the impulsiveness of the user. In addition to this study, CTA

messages used in social media also strengthen mobilization in social movements (Rogers et. al., 2019). Because CTA messages give consumers the opportunity to interact directly. For this reason, it increases interactions such as clicks, likes, and comments, especially on social media and websites (Moran et. al., 2020). As a result of these studies, we can say that CTAs have a significant effect on increasing participation behavior. Additionally, creating a correct sense of urgency on the consumer also affects on impulsiveness. Kotler (2008) stated that a correct sense of urgency can enable the consumer to take action at that moment. That's why many organizations use the sense of urgency in their CTAs, especially in email newsletters by using time-sensitive words and phrases (Cleland, 2003 ; Ratcliffe, 2014).

1.3.3 Clarity of CTA

Companies enable them to participate in social media platforms by conveying certain actions that they want their target audiences to perform with some tools. Among these tools, they use CTA texts such as liking the post, sharing, leaving a comment, and redirecting to their website for more information. By embedding interactive CTAs into brand content, marketers can increase their potential to not just talk to their consumers on social media, but also communicate directly with them. (Trappey & Woodside, 2005, cited, Moran et. al.,2018). These messages reach the customer clearly and unequivocally (Chae, 2021). In addition, brands and businesses can increase conversion rates with new CTAs. Besides this, many companies use CTAs for collecting first-party customer information (eMarketer, 2021).

A CTA button helps viewers clearly understand what they want them to do at the moment. However, viewers won't pay much attention to a button that isn't conspicuous enough. For this reason, if more specific goals are conveyed by the advertisers, the viewers can more easily realize the purposes of the messages, promotions, or ads (Chen et al., 2018). Successful viral communication depends on the sender's ability to turn receivers into active users, which requires the sender to consider both the perspective of the user/recipient and the message content. If the message has a meaning and good design, users are more likely to respond to CTA (M.T. Borges-Tiago et al., 2019). By understanding and using various CTA messages, companies can influence positively the attitudes and behaviors of the shopping audience on social media (Jung et al., 2020). The clarity of these messages ensures that the recipients' message is understood and they are motivated to act accordingly (Chae, 2021).

1.3.4 Creating Sense of Urgency

CTA messages are also important in anchor texts used on websites. Including important and urgent words in these messages facilitates and increases the click-through rate of users (Bartoš & Habarta,2019). This is one of the most used forms of CTA. For example, messages such as get more information now, it is aimed at increasing traffic by directing the consumer to the site immediately (Chen et. al,. 2020).

A sense of urgency is a motivating factor for the consumer to take action (Wang et. al., 2021). The sense of urgency created in social media environments, especially in the retail industry, has been found to encourage sales (Lindsey-Mulkin & Borin, 2017).

As a result, CTAs have emerged as a common and powerful strategy in online marketing and communications. According to previous studies, CTAs with a good conversational structure affect impulsiveness, clickable, clear and strong action words are used. Characterized by their conversational structure, CTAs have gained significant popularity over time and have delivered a clear message to the consumer audience. Created in various forms, CTAs enable instantaneous mobilization of the user base and obtain measurable results. Many studies have found that CTA buttons increase interaction, and conversion rate and play an important role in influencing purchasing behaviors. Clear and engaging CTAs, especially used in social media advertisements and on the website, have great potential to drive consumer audiences and effect on their impulsiveness. Current research and insights support the important role of CTAs in influencing user behavior and interaction on digital platforms. In this study, how the CTA in promotional messages has an impact on consumer purchase intention will be discussed and will provide important insights for businesses and brands.

2. **Methodology of The Empirical Research on The Influence of CTA in Promotional Messages on Then Instagram Channel: Factors of Clickability, Clarity, Sense of Urgency**

2.1 Purpose of the Research and Research Model

The presented model shows the CTA factors and other variables that can influence the consumer's purchase intention. The model considers CTA factors as, clickable, using powerful action words, a sense of urgency, and clarity, which are independent variables that can affect the consumer's final purchase intention. The attitudes and impulsiveness toward promotional messages play a mediating role in analyzing the relationships between CTAs contained in these messages and purchase intention. Since the consumer's reaction may vary depending on the CTAs included in promotional messages, purchase intention will constitute a dependent variable.

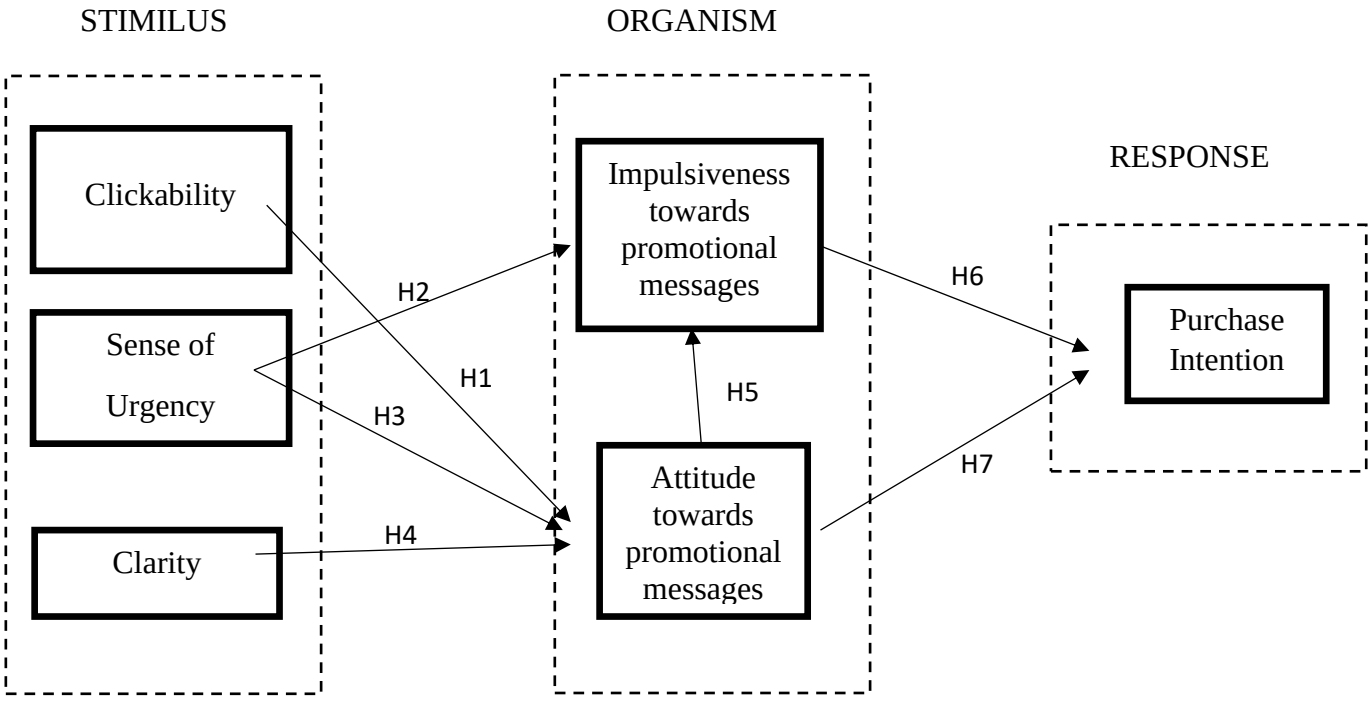

Figure 1: Research model, developed by the author

Studies on promotional messages have conducted their analyses on variables such as message content and impacts on consumer's purchase intention. However, there has not been an adequate analysis of the activating effect of CTAs in messages on the consumer and how they affect purchasing intention. The analyses of CTA studies have been on whether it increases engagement and participation in the content of the message. Thus, the author decided to

consider the importance of CTA in the promotional messages that convey the action to the consumer toward their purchase intention. Since successful promotional messages can depend on the meaning and design of the message content, the CTA must be equally well-crafted and understandable. Therefore, the variables used in the model include the factors that make up the CTA structure. One of these factors is the use of powerful action words. Since Kotler (2008) stated that a sense of urgency prompts the consumer at that moment and previous studies support this, the author included a sense of urgency among the CTA factors (Cleland, 2003 ; Ratcliffe, 2014). Especially since the effect of a sense of urgency on impulsiveness has been studied before, the author plans to analyze the relationship between purchasing intention and the mediator variable. Since previous studies have found that consumers' attention can be affected by the clarity and clarity of the message, the author identified the other factor as clarity (Chae, 2021; Chen et al., 2018). Another area where CTAs are examined is websites. In particular, they found that clickable CTAs will increase the user's click-through rate (Chen et. al,. 2020). For this reason, the author decided to adapt this result to his study and examine the effect of the clickable factor of CTAs on consumer purchase intention.

Since the research will focus on the impact of CTA on the consumer, the author decided to focus on only one social media channel. Due to its increasing popularity and the active involvement of businesses/brands, Instagram will be the area where this research will be conducted and will target active Instagram users (Datareportal, 2023). The presented model was created also by adding the variables determined by the analysis of the previous studies to the SOR model.The reason of author prefers the SOR model is that, unlike TAM and TPB, it is the basis of human behavior in the stimulus and is a suitable tool to predict the instant response to be produced by the organism (Rajaguru, R., 2013). Accordingly, the author 1) defines Stimulus as the CTA factors as clickability, clarity, ease of urgency, and using powerful action word used; 2) defines Organism as the consumer's attitude and consumer's impulsiveness to the promotional message; and 3) Response is defined as the intention to purchase as the organism’s reaction.

Seven hypotheses were developed and proposed to measure the interaction of the variables presented in Figure 1. Examining the interconnections of various factors that will ultimately influence consumers' intention to purchase is essential. Furthermore, this research will contribute to the literature by examining the relationships between variables, as well as

assist small and medium-sized businesses and brands that do not have high brand awareness in providing a strategy.

Based on the theoretical background, many studies have proven that the use of CTA, its structure, and the operationalization of clear statements impact the consumer (Chae, 2021; (Jung et. al., 2020; Wall & Spinuzzi, 2018). Featured on websites and social media ads, considering previous studies on CTAs, the following hypotheses were created.
CTAs provide quick access to important or common actions within an application by being clickable. With this clickable feature, it directs the consumer to the targeted site and guides the consumers on their journey (Hanane & Ayoub, 2023). Previous studies have analyzed that clickable CTAs have a positive impact on consumer behavior on social media and websites (Moran et. al, 2019; Bartos & Habarta, 2019, Chae, 2021). To investigate exactly how the clickable aspect of the CTA relates to purchase intent for consumers, H1 was composed:

H1: Clickable CTA positively affects consumer attitudes toward promotional messages.

Although the impact of urgency in a Call to Action (CTA) on consumer attitudes towards promotional messages has not been extensively investigated in the specific literature, valuable insights. Previous research has shown that urgency is a factor in influencing decision-making processes. Studies on scarcity, a concept closely related to urgency, have shown that perceived scarcity increases the desirability of the product and purchase intention (M.Song et al., 2021; Salai et al., 2014). Additionally, creating the right sense of urgency in the consumer also affects impulsiveness (Kotler, 2008). Therefore, the author decided to analyze the sense of urgency created in CTAs on the consumer's impulsiveness and attitude toward promotional messages. H2 and H3 were composed for this:

H2: Creating a sense of urgency in CTA positively affects consumer impulsiveness toward promotional messages.

H3: Creating a sense of urgency in CTA positively affects consumer attitude towards promotional messages.

Clarity is a motivating factor that enables the consumer to take action, according to Chae's (2021) study. Chen et al. (2018) also analyzed that specific goals in CTA are more

noticeable for consumers. Based on previous results, the author decided to analyze the clarity of CTA on the consumer's attitude toward promotional messages. Thus, H4 was composed:

H4: Clarity of CTA positively affects consumer attitudes towards promotional messages.

Indicators of advertising effectiveness include consumers' attitudes towards advertising (Mehta, 2000; Tan and Chia, 2007; Czarnecka&Schivinski, 2019). The more positive the attitude towards the ad, the more effective the ad can be in terms of persuading consumers to behave in a certain way (Mehta, 2000). Consumers who have positive attitudes towards advertising also have high impulsiveness (Czarnecka&Schivinski, 2019). For this reason, the author decided to analyze the relationship between the mediator variables he determined in his model. Thus, H5 was composed:

H5: A positive attitude toward a promotional message is expected to increase impulsiveness toward the promotional messages.

Impulsiveness is a trait that has a strong emotional component and a lack of cognitive control over behavior. External stimuli are mostly market-related and include promotions as well. (Rejikumar & Asokan-Ajitha, 2020 cited Virvilaite et al., 2009). Studies on email marketing have found a positive effect of impulsiveness on purchase intention (Cleland, 2003; Ratcliffe, 2014; Rejikumar & Asokan-Ajitha, 2020). Although no analysis was made on promotional messages, the author found it useful to analyze the effect of promotional messages prepared with CTA on the consumer's Instagram feed on impulsiveness and how this affects purchase intention. So H6 was composed:

H6: Impulsiveness toward promotional messages increases purchase intention.

A customer's attitude towards an advertisement has a significant impact on purchase intention. Advertising attitude is the most important determinant of purchase intention (Olson and Mitchell, 2000 cited Kudeshia and Kumar, 2015). Erdem et al. (2017), in their study on advertising-related purchase intention, found that there was a positive relationship between general intention and incentive-based intention. Since the author was going to investigate CTA as a primary factor, decided to analyze the impact on attitude towards promotional messages and purchase intention. Thus H7 was composed:

H7: There is a positive relationship between attitude to a promotional messages and purchase intention.

2.2. Research Design, Instrument and Scales, Sampling Method

The purpose of this research is to examine the influence of CTAs in promotional messages shared on the Instagram channel on consumer purchase intention. To determine consumer purchase intention, authors of previous studies used a quantitative research method (Thadani et. al., 2017 ; Pramesthi Putri & Astuti, 2018 ; Misopoulos et. al., 2019 ; Patmawati & Miswanto, 2022). For this reason, the quantitative research method was chosen by the author of this study to conduct effective research based on previous studies. The primary data collection tool for this study was chosen as an online survey conducted using the quantitative research method. The author of this study will use an electronic type of online survey. The developed online survey was shared using social media platforms and email with random participants living in Lithuania. Since it was planned to collect a minimum of 148 responses and analyze the resulting data using the IBM SPSS program, the online survey was chosen as the most acceptable alternative for this study.

Research Instruments and Scales

The main idea of the study is to reveal the influence of CTAs used in promotional messages on the consumer's purchase intention. Since the research needs to reach definitive results, a specific brand is not mentioned in this study. Because consumers have different approaches to the brand they know, and this affects their purchasing intentions (Miswanto & Patmawati, 2022; Lie et. al., 2022). In this study, a survey-type survey was adopted as the research technique and included various questions. The survey consists of two parts. At the very beginning of the survey, to reach the right participants to evaluate the study correctly, they were asked to answer screening questions about whether they were active Instagram users and how familiar they were with promotional messages. Following this, two Instagram promotional messages were given to the participants with different CTAs. The author's purpose here is to take into account the possibility that some CTAs may affect the consumer's purchasing intention directly and some indirectly. It consists of 32 closed-ended questions to facilitate the participant's evaluation of the expressions closest to him/her based on the examples given. For this study, questions were evaluated on a five-point Likert scale ranging from 1 (strongly

disagree) to 5 (strongly agree). The questions were asked sequentially so that the consumer could fully understand the logic of the survey and the logic of the research.

The first question measures participants' attitudes toward the clickability of CTAs. Three-point structure adapted from Hanane and Ayoub (2023). The second question was designed from Yapraklı and Mutlu (2020) and Chetioui et. al., (2020) to measure the impact of a sense of urgency in CTAs on consumer impulsieness with a two-point structure. The third question was designed as a three-point structure from Handayani et., al. (2018) to measure participants' attitudes toward the clarity of CTAs. The fourth question was designed to measure the participant's impulsiveness towards promotional messages. The three-point structure was adapted from Yapraklı and Mutlu (2020) and Handayani et. al., (2018). The fifth question was designed to measure the participant's general attitude toward promotional messages with a two-point structure from Handayani et. al., (2018). The sixth question is designed to measure participants' purchasing intentions and a 2-point structure adapted from Czarnecka and Schivinski (2019). In the second part, the survey was completed by asking the participants to answer demographic questions.

Variable	Description	Measurement	References
Clickability	1.I find a clickable call-to-action button to be very useful. 2.I prefer a clickable call-to-action button directing me to the page. 3.I perceive a clickable call-to-action button as more interactive.	5-point Likert type scale	(Hanane and Ayoub, 2023)
Sense of Urgency	1.I immediately felt a desire to learn more about the offer at that moment. 2.I feel inclined to take immediate action.	5-point Likert type scale	**(**Yapraklı & Mutlu, 2020; Chetioui et. al., 2020)
Clarity	1.The clarity of words in this call-to-action button makes me more positive.	5-point Likert type scale	(Handayani et. al., 2018)

	2.The clarity of words in this call-to-action button saves me time. 3.The clarity of words in this call-to-action button is obvious and easy to understand.		
Impulsiveness toward promotional messages	1.I spontaneously click on this call-to-action button. 2.I immediately desire to learn more about a brand or company's offer. 3.When I saw this promotional message, I want to buy things that I had not intended to purchase.	5-point Likert type scale	**(**Yapraklı & Mutlu, 2020; Handayani et. al., 2020)
Attitude toward promotional message	1.This promotional message excites me. 2.This promotional message arouses my curiosity, and I want to see in detail what they offer.	5-point Likert type scale	(Handayani et. al., 2018)
Purchase Intention	1. I am willing to buy products through this promotional message. 2.This promotional message motivated me to buy the item. 3.Even though I didn't need it, I felt a desire to purchase the product featured in the promotional message.	5-point Likert type scale	(Czarnecka & Schivinski, 2019)

Table 1. Measurement constructs

Sampling Method

Participants for this study were selected from those who felt comfortable answering the survey in English, were 18 years of age or older, were active Instagram users, and lived in

Lithuania. Therefore, the non-probability, convenience sampling method was chosen for the following research. To determine the desired number of participants, the comparable research technique shown in Table 2 was used and the sample size was estimated. In this method, previous studies were examined and a table was compiled from the number of participants by finding studies that conducted online questionnaires. An average number was then calculated for the number of participants required for the author's current study. Thus, a minimum sample size of 148,2 participants was reached, based on the number of participants in previous similar studies. Since the number of participants of 148,2 was not possible, this number was rounded to 148. The online questionnaire prepared by the author in English was shared with randomly selected participants living in Lithuania through social media and email.

NO	Author	Type of questionnaire	Number of participants
1	Misopoulos et. al., (2019)	Online questionnaire	115
2	Hussain et. al., (2016)	Online questionnaire	145
3	Sevriana & MaharaniMaharani (2017)	Online questionnaire	154
4	Thadani et. al., (2017)	Online questionnaire	157
5	Pramesthi Putri & Astuti (2018)	Online questionnaire	170
Average		**148**	

Table 2. Comparable Research sampling method

3. Result of the Research

3.1 Sample Description

To perform a detailed analysis, respondents were asked demographic questions about their age and gender. It's worth noting that the final analysis only examined participants from Lithuania. As a consequence, only 156 people were chosen for the research, but as a result of the research, the data of 148 participants were examined due to invalid question answers and errors.

Based on the respondent's gender, Table 3 shows that 83 women, 64 men, and 1 prefer not to answer participated in the survey, with a close distribution of 56.1 percent of females and 43.2 percent of males.

What is your gender?	Frequency	Percent	Valid Percent	Cumulative Percent
Male	64	43,2	43,2	43,2
Female	83	56,1	56,1	99,3
Prefer not to answer	1	0,7	0,7	100,0
Total	148	100,0	100,0	

Table 3. Respondents by gender, developed by the author

The age of respondents is the next demographic question we addressed. Specific age groups were given to the participants and they were asked to choose their age group. Since the evaluation of people under the age of 18 for the study may be legally problematic, the youngest age group was identifed with the 18-24 range. Based on Table 4, 23% of the average age group of the participants in the survey was 18-24, 62.8% was 25-34, and 12.2% was 35-44. We see the lowest age group of participants in other age groups, which account for 2%.

Which age group do you fall into?	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	34	23,0	23,0	23,0
25-34	93	62,8	62,8	85,8
35-44	18	12,2	12,2	98,0
Other	3	2,0	2,0	100,0

Total	148	100,0	100,0	

Table 4. Respondents by age group, developed by the author

In order to obtain healthy results from the research, participants who knew the Instagram platform and spent time actively were selected. Based on Table 5, every participant evaluated is an active Instagram user.

Are you using Instagram actively?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	148	100,0	100,0	100,0

Table 5. Respondents by active IG user, developed by the author

Since the main point of the study was promotional messages, participants' awareness of promotional messages was wanted to be measured. For this, participants were asked how often they noticed promotional messages on Instagram. Based on Table 6, 41.2% of the participants notice promotional messages frequently, and %26.4 notice promotional messages very frequently. The remaining 23% notice promotional messages occasionally, and 9.5% rarely notice promotional messages.

How often do you notice promotional messages on Instagram?	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	14	9,5	9,5	9,5
Occasionally	34	23,0	23,0	32,4
Frequently	61	41,2	41,2	73,6
Very Frequently	39	26,4	26,4	100
Total	48	100	100	

Table 6. Respondents by noticing promotional messages, developed by the author

Reliability test of scales

Before starting the analysis, each scale that measures the constructs was sent through a reliability test to ensure that everything met the measurement scales' standards. The researcher identified components with high Cronbach's coefficients from measurement, in order to evaluate the questionnaire's reliability level. In order to assess the reliability of each construct Cronbach's alpha, the collected data were processed using the statistical software SPSS. The

results of the constructions have achieved high results that exceed Cronbach's alpha (α) of more than 0.7, reaching up to 0.9 which is a satisfactory result.

Scales	Cronbach‘s alpha
Clickability	0,902
Sense of Urgency	0,879
Clarity	0,911
Impulsiveness toward promotional messages	0,880
Attitude toward promotional messages	0,881
Purchase Intention	0,874

Table 7. Cronbach’s alpha for research scales, compiled by the author.

Measuring of difference between “Lean More” and “Shop Now” CTA

The author concentrated on the overall impact of CTAs used in promotional messages on consumer purchasing. Therefore, it did not address the CTA differences used in the hypothesis and model. However, he used two different CTAs (Learn More and Shop Now) in the questions to understand a possible impact and whether there was a difference that would affect this overall study. Before testing the hypotheses, Descriptive statistics and Paired t-tests were used to understand whether there was a difference between the two CTAs on the consumer. The aim here is to determine the efficiency of the research and the limiting situations.

In the preliminary analysis of the data, descriptive statistics were calculated to summarize the characteristics of two different data sets called CTA1 and CTA2. Each dataset consisted of a sample size of 148 (N) observations across six key variables: clickability, SoU (Sense of Urgency), clarity, IPM (impulsiveness towards promotional messages), APM (attitude towards promotional messages), and PI (Purchase Intention). Meanings and standard deviations for each data set are given in Table 8.

	N	Mean	Std. Deviation
CTA1_clickability	148	12,1351	2,54390

CTA2_clickability	148	12,0135	1,87986
CTA1_SoU	148	6,1014	1,87986
CTA2_SoU	148	6,3919	2,01570
CTA1_clarity	148	11,5878	2,22212
CTA2_clarity	148	11,7095	2,20467
CTA1_IPM	148	8,5946	2,76970
CTA2_IPM	148	8,9595	2,92742
CTA1_APM	148	6,5608	2,25342
CTA2_APM	148	6,7770	2,23095
CTA1_PI	148	8,7365	2,64025
CTA2_PI	148	9,1554	2,62565
Valid N (listwise)	148		

Table 8. Descriptive Statistics for research CTA, compiled by the author.

Based on Table 8, the mean values and standard deviations for CTA1 and CTA2 are close to each other. There are subtle differences between the two CTAs for participants. One of these, CTA1 (Learn More), was more clickable for participants with a small difference. However, in the evaluations made for SoU (sense of urgency) and PI (purchase intention), CTA2 (Shop Now) was found to be more effective with a small difference. When we examine the standard deviations, we see that there are subtle differences between them. Based on this, we can say that there is a consistent perception for both CTAs.

After testing a basic understanding of the data, a paired t-test was performed to deepen the analysis and better analyze the difference. As seen in Table 9, the comparison of CTA1 and CTA2 data sets has been added.

Variables	N	Mean	t	df	P value
CTA1_clickability	148	12,1351	0,795	147	0,428
CTA2_clickability		12,0135			
CTA1_SoU	148	6,1014	-2,276	147	0,024
CTA2_SoU		6,3919			
CTA1_clarity	148	11,5878	0,728	147	0,468
CTA2_clarity		11,7095			

CTA1_IPM	148	8,5946	-2,110	147	0,037
CTA2_IPM		8,9595			
CTA1_APM	148	6,5608	-1,363	147	0,175
CTA2_APM		6,7770			
CTA1_PI	148	8,7365	-2,412	147	0,017
CTA2_PI		9,1554			

Table 9. Paired t-test for research CTA, compiled by the author

All correlations are significant ($p < .001$) and positive; this indicates that CTA1 and CTA2 scores are consistently correlated for each construct measured. There is no significant difference between the two CTAs in consumer clickability, clarity, and attitude toward promotional messages. However, there is a significant difference between CTA1 and CTA2 in the performance of impulsiveness toward promotional messages and sense of urgency ($p<0.05$). According to these results, we can say that CTA2 (Shop Now) creates a more impulsive effect and a sense of urgency in the consumer.

3.2. Research of The Influence on Consumer Purchase Intention of CTA in Promotional Messages on Instagram Channel Data Analysis and Results

A linear regression analysis and mediation analysis were used to present differences between independent, dependent, and mediating variables created in the research model and to confirm or reject the proposed hypotheses. As a result, the evaluation of each hypothesis is presented below.

H1: Clickable CTA positively affects consumer attitudes toward promotional messages.

Linear regression analysis was conducted to evaluate the relationships between clickability and consumers' attitudes towards promotional messages. In order to the hypothesis to meet the requirements of linear regression analysis and to obtain healthy results, normality and linearity were first tested between the variables. When it was decided that the necessary conditions were met for linear regression analysis, the analysis started. The results of the linear regression analysis are presented in Tables 10,11 and 12.

MODEL SUMMARY				
R	R^2	Adjusted R^2	Std. Error of the Estimate	Durbin-Watson
,656	,430	,426	3,06582	1,853

Table 10. Model Summary for H1, compiled by author

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	1036,817	1	1036,817	110,308	<,001
Residual	1372,291	146	9,399		
Total	2409,108	147			

Table 11. ANOVA for H1, compiled by author

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta (β)		
APM	-,221	1,315		-,168	,867
Clickability	,561	,053	,656	10,503	<,001

Table 12. Coefficients for H1, compiled by author

There is a moderate correlation (R = ,656) between clickability and consumer attitudes toward promotional messages (APM), with clickability accounting for approximately 43.0% of the variance in APM (R^2 = ,430). The positive regression coefficient for lickability (B = ,561, p < ,001) confirms its significant influence on APM. The model's validity is supported by the significant F-statistic and appropriate residual statistics. Therefore, the results presented in Table 7-9 are proving that there positive relationship between clickability and APM (β=,656, p<0,01, t=10,503). Based on the provided results, author can state that H1 is confirmed.

H2: Creating a sense of urgency in CTA positively affects consumer impulsiveness toward promotional messages.

Linear regression analysis was conducted to evaluate the relationships between a sense of urgency and consumer's impulsiveness toward promotional messages. After decided that the necessary conditions were met for linear regression analysis, the analysis started for H2. The results of the linear regression analysis are presented in Tables 13,14 and 15.

MODEL SUMMARY				
R	R^2	Adjusted R^2	Std. Error of the Estimate	Durbin-Watson
,827	,684	,682	2,98739	2,226

Table 13. Model Summary for H2, compiled by author

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	2821,594	1	2821,594	316,163	<,001
Residual	1302,974	146	8,924		
Total	4124,568	147			

Table 14. ANOVA for H2, compiled by author

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta (β)		
IPM	2,245	,895		2,507	,013
SoU	1,225	,069	,827	17,781	<,001

Table 15. Coefficients for H2, compiled by author

There is a strong correlation (R =,827) between a sense of urgency and a consumer's impulsiveness toward promotional messages (IPM), with urgency explaining approximately

68.4% of the variance in impulsiveness (R^2 =,684). The positive regression coefficient for urgency (B = 1,225, p <,001) confirms its significant influence on impulsiveness. The model's validity is supported by the significant F-statistic and appropriate residual statistics. Therefore, the results presented in Table 9-11 prove that there is a positive relationship between creating sense of urgency and IPM (β=,827, p<,001, t=17,781). Based on the provided results, author can state that H2 is confirmed.

H3: Creating a sense of urgency in CTA positively affects consumer attitude towards promotional messages.

Linear regression analysis was conducted to evaluate the relationships between a sense of urgency and consumer's attitudes toward promotional messages. After decided that the necessary conditions were met for linear regression analysis, the analysis started for H3. The results of the linear regression analysis are presented in Tables 16,17 and 18.

MODEL SUMMARY				
R	R^2	Adjusted R^2	Std. Error of the Estimate	Durbin-Watson
,764	,584	,581	2,61902	1,749

Table 16. Model Summary for H3, compiled by author

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	1407,655	1	1407,655	205,220	<,001
Residual	1001,453	146	6,859		
Total	2409,108	147			

Table 17. ANOVA for H3, compiled by author

Coefficients				
	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

	B	Std. Error	Beta (β)		
APM	2,524	,785		3,216	,002
SoU	,866	,060	,764	14,325	<,001

Table 18. Coefficients for H3, compiled by author

There is a strong positive correlation (R = ,764) between creating a sense of urgency in CTAs and consumer attitudes towards promotional messages, explaining 58.4% of the variance in attitudes (R^2 = ,584). The significant positive regression coefficient (B = ,866, p < ,001) indicates that a sense of urgency significantly enhances consumer attitudes. The model is statistically meaningful, evidenced by a significant F-value (F = 205,220, p < .001). Therefore, the results presented in Table 13-15 are proving that there positive relationship between creating a sense of urgency and IPM (β=,827, p<,001, t=14,325). Based on the provided results, author can state that H3 is confirmed.

H4: Clarity of CTA positively affects consumer attitudes towards promotional messages.

Linear regression analysis was conducted to evaluate the relationships between clarity of CTA and consumer's attitudes toward promotional messages. After decided that the necessary conditions were met for linear regression analysis, the analysis started for H4. The results of the linear regression analysis are presented in Tables 19,20 and 21.

MODEL SUMMARY				
R	R^2	Adjusted R^2	Std. Error of the Estimate	Durbin-Watson
,418	,175	,169	3,69021	1,268

Table 19. Model Summary for H4, compiled by author

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	420,934	1	420,934	30,911	<,001
Residual	1988,174	146	13,618		
Total	2409,108	147			

Table 20. ANOVA for H4, compiled by autho

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta (β)		
APM	3,312	1,829		1,811	,072
Clarity	,430	,077	,418	5,560	<,001

Table 21. Coefficients for H4, compiled by author

There is a moderate positive correlation between clarity of the CTA and consumer attitudes towards promotional messages (R =,418), explaining 17.5% of the variance in attitudes (R^2 = ,175). The clarity of the CTA significantly affects consumer attitudes, as shown by the regression coefficient (B = ,430, p < ,001). Based on Table 20 the model's significance is confirmed (F = 30,911, p <,001).herefore, the results presented in Table15-17 are proving that there positive relationship between clarity of CTA and APM (β=,418, p<,001, t= 5,560). Additionally, here the R^2 value explains a relatively small part of the variance in clarity consumer attitudes. It is therefore worth noting that other factors may also play an important role. However, based on the provided all results, author can state that H4 is confirmed.

H5: A positive attitude toward a promotional message is expected to increase impulsiveness toward the promotional message.

Linear regression analysis was conducted to evaluate the relationships between positive attitude and impulsiveness. After decided that the necessary conditions were met for linear regression analysis, the analysis started for H5. The results of the linear regression analysis are presented in Tables 22,23 and 24.

MODEL SUMMARY				
R	R^2	Adjusted R^2	Std. Error of the Estimate	Durbin-Watson
,707	,499	,496	3,76116	1,881

Table 22. Model Summary for H5, compiled by author

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	2059,207	1	2059,207	145,565	<,001
Residual	2065,360	146	14,146		
Total	4124,568	147			

Table 23. ANOVA for H5, compiled by author

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta (β)		
IPM	5,223	1,068		4,891	<,001
APM	,925	,077	,707	12,65	<,001

Table 24. Coefficients for H5, compiled by author

There is a moderate positive correlation between a positive attitude toward the promotional message and impulsiveness toward the promotional message (R = ,707), explaining 49.9% of the variance in impulsiveness (R^2 = ,499). The positive attitude significantly affects consumer impulsiveness, as indicated by the regression coefficient (B = ,925, p < ,001). Based on the ANOVA table, the model's significance is confirmed (F = 145,565, p < ,001). Therefore, the results presented support a positive relationship between a positive attitude toward the promotional message and impulsiveness toward the message (β = ,707, p < ,001, t = 12.,65). Based on the provided results, author can state that H5 is confirmed.

H6: Impulsiveness toward promotional messages increases purchase intention.

Linear regression analysis was conducted to evaluate the relationships between impulsiveness and purchase intention. After decided that the necessary conditions were met for linear regression analysis, the analysis started for H6. The results of the linear regression analysis are presented in Tables 25,26 and 27.

MODEL SUMMARY				
R	R^2	Adjusted R^2	Std. Error of the Estimate	Durbin-Watson
,859	,737	,735	2,48124	1,978

Table 25. Model Summary for H6, compiled by author

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	2521,417	1	2521,417	409,551	<,001
Residual	898,854	146	6,157		
Total	3420,270	147			

Table 26. ANOVA for H6, compiled by author

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta (β)		
PI	4,167	,708		5,884	<,001
IPM	,782	,039	,859	20,237	<,001

Table 27. Coefficients for H6, compiled by author

There is a positive correlation (R=,859) between impulsiveness toward promotional messages (PI) and purchase intention (IPM), explaining 73,7% of the variance in purchase intention (R^2 =,737). Impulsiveness significantly affects purchase intention, as shown by the regression coefficient (B = 4,167, p < ,001). Based on Table 16 the model's significance is confirmed (F = 409,551, p < ,001). Therefore, the results presented in Table 13-15 prove that there is a positive relationship between impulsiveness and purchase intention (β=,859, p<,001, t=20,237). Based on the provided results, author can state that H6 is confirmed.

H7: There is a positive relationship between attitude to a promotional message and purchase intention.

Linear regression analysis was conducted to evaluate the relationships between consumer's attitude towards promotional messages and purchase intention. After decided that the necessary conditions were met for linear regression analysis, the analysis started for H6. The results of the linear regression analysis are presented in Tables 28,29 and 30.

MODEL SUMMARY				
R	R^2	Adjusted R^2	Std. Error of the Estimate	Durbin-Watson
,741	,549	,546	3,24948	1,489

Table 28. Model Summary for H7, compiled by author

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	1878,643	1	1878,643	177,917	<,001
Residual	1541,627	146	10,559		
Total	3420,270	147			

Table 29. ANOVA for H7, compiled by author

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta (β)		
PI	6,114	,923		6,627	<,001
APM	,883	,066	,741	13,339	<,001

Table 30. Coefficients for H7, compiled by author

There is a positive correlation(R=,741) between attitude towards promotional messages (APM) and purchase intention (PI), explaining 54.9% of the variance in purchase intention (R^2 = ,549). The relationship is further supported by a strong regression coefficient (B = .883, p <

.001), with an F statistic of 177.917 ($p < .001$), validating the model's significance. Therefore, the results presented in Table 24-26 prove that there is a positive relationship between attitude towards promotional messages and purchase intention (β=,741, p<,001, t=13,339).Based on the provided results, author can state that H7 is confirmed.

Hypothesis	Description	Status	P-value
H1	Clickable CTA positively affects consumer attitudes.	Confirmed	< .001
H2	Creating a sense of urgency in CTA positively affects consumer impulsiveness toward promotional messages.	Confirmed	< .001
H3	Creating a sense of urgency in CTA positively affects consumer attitude towards promotional messages.	Confirmed	< .001
H4	Clarity of CTA positively affects consumer attitudes towards promotional messages.	Confirmed	< .001
H5	A positive attitude toward a promotional message is expected to increase impulsiveness toward the message.	Confirmed	< .001
H6	Impulsiveness toward promotional messages increases purchase intention.	Confirmed	< .001
H7	There is a positive relationship between attitude to a promotional message and purchase intention.	Confirmed	< .001

Table 31. Summarize of Hypothesis testing,compiled by author

3.3 Explanation of Research Results

The goal of the study was to determine the influence of CTAs used in promotional messages on the Instagram channel on the consumer's purchase intention. Consumer attitudes are based on the general characteristics of CTAs such as clickability, sense of urgency, and clarity. The author also took into account the consumer's approach and impulsiveness towards promotional messages in this study.

Following the empirical investigation, it was discovered that seven of the seven hypotheses were supported. In the following section, a concise overview is provided, summarizing the formulated hypotheses and the corresponding analyses conducted in the study. Participants were presented with two distinct examples of promotional messages featuring CTA and were instructed to assess the influence of these visuals on each respective question.

Firstly, according to H1, the clickability of CTAs positively affects the consumer's attitudes toward promotional messages. The result of this hypothesis, which was produced by taking into account the results of previous studies, was also compatible with these studies(Moran et. al, 2019; Bartos & Habarta, 2019, Chae, 2021). The regression analysis found a positive correlation between the two variables, and clickability accounted for approximately 43.0% of the variance in the consumer's attitude toward promotional messages. As a result of the study, it was found that CTA clickability positively affects the consumer's attitude toward promotional messages.

According to H2, creating a sense of urgency in CTA positively affects consumer impulsiveness toward promotional messages. Kotler's study (2008) found that creating the right sense of urgency positively affected impulsiveness. In this study, a positive correlation was found between the two variables, and a result consistent with previous studies was obtained. Sense of urgency and impulsiveness towards promotional messages explain approximately 68.4% of the variance. With this ratio, the H2 hypothesis was strongly supported and it was concluded that creating a sense of urgency in CTA had a positive and significant effect on consumer impulsiveness toward promotional messages.

According to H3, creating a sense of urgency in CTAs positively affects consumer attitudes toward promotional messages. Previous studies have also concluded that the sense of urgency in CTAs affects the customer's decision-making process and promotional messages

are perceived more effectively. In this study, it was determined that CTAs that create a sense of urgency used in promotional messages positively affected customers' attitudes, and a result consistent with previous studies was obtained. H3 was supported and accepted as it was found that the sense of urgency explained 58.4% of the variance in consumer attitudes.

According to H4, the clarity of CTAs positively affects consumers' attitudes towards promotional messages. As a result of the analysis, it was determined that there was a positive correlation between clarity and consumer attitudes and that clarity explained 17.5% of the variance in consumer attitudes. Although this rate is low compared to the rates of other hypotheses, it is still found that the clarity of CTAs positively affects the consumer's attitude towards promotional messages, confirming H4. However, since its rate is low, it should be taken into consideration that other factors also affect consumer attitude.

The author created H5 in order to examine the relationship between the consumer attitudes and impulsiveness towards promotional messages variables that constitute Organism included in the research model. According to this hypothesis, there is a positive relationship between two variables. According to the analysis results, a moderate positive relationship was detected and it was determined that consumer attitudes explained 49.90% of the variance in impulsiveness. Consistent with previous study results, positive attitudes towards promotional messages were found to positively affect impulsveness. Such is confirmed in H4.

According to H6, consumer impulsiveness towards promotional messages increases purchase intention. As a result of the analysis, it was determined that there was a positive correlation between impulsiveness and purchase intention and that impulsiveness explained 73.7% of the variance in purchase intention. Consistent with previous studies, impulsiveness was found to have an impact on behavior (Rejikumar & Asokan-Ajitha, 2020 cited Virvilaite et al., 2009). In this study, the author supported H6 by detecting the positive effect of impulsiveness on purchase intention.

According to H7, there is a positive relationship between the consumer's attitudes towards promotional messages and purchase intention. The results of this study were consistent with previous studies and a positive correlation was detected between the two variables (Olson and Mitchell, 2000 cited Kudeshia and Kumar, 2015; Erdem et. al., 2017). Consumer attitude was found to explain 54.9% of the variance in purchase intention. Based on this, H7 was confirmed, supporting that there is a positive relationship between the consumer's attitudes towards promotional messages and purchase intention.

Conclusions, Suggestions, and Practical Implications of the Study Based on the Analysis of Research Factors

After analyzing previous literature and conducting statistical research, the following conclusions can be drawn:

Purchase intention is the tendency of consumers to purchase a product under certain conditions. One of the strategies used by the majority of online marketers to encourage consumers to purchase and increase purchase intention is promotional messages.Promotional messages can have a positive, negative or neutral effect on the consumer. Consumers' reactions to external conditions, such as their approach to promotional messages and their impulsiveness, significantly affect their purchasing intentions.

One of the tasks set by the author in the current research was to investigate consumers' attitudes and impulsiveness towards promotional messages that may influence their purchase intentions. The findings revealed that the majority of participants had a positive attitude towards promotional messages and a willingness to learn more about the offer. It was determined that this attitude and willingness indirectly affected purchasing intentions. It was determined that the positive attitude and impulsiveness of the consumer towards promotional messages also increased their purchasing intentions. The two CTA examples given in the survey (Learn More - Shop Now) showed the same performance in the consumer's attitude towards promotional messages. However, it would be important to note that for impulsiveness, "Shop Now" has a more significant effect on the consumer.

The analyses in the literature review were used to determine the survey questions and to decide on the sample promotional message to be used. With the findings obtained, first of all, participants were asked how often they were aware of promotional messages. In the answers, it was determined that a significant part of the participants were frequently aware of promotional messages. There are promotional messages used in various structures and strategies used on Instagram. At the end of the literature review, participants were presented with two different CTAs (Learn More - Shop Now) examples from the retail industry. At the end of the study analysis, it was determined that there was no significant difference in performance between the two CTAs.

The most important task of the research was to analyze and explain the influence of CTAs used in promotional messages on purchase intention on Instagram. According to the

literature analysis, CTAs were analyzed by examining factors such as clickability, clarity, and sense of urgency. The SOR model was preferred to understand how CTAs used in promotional messages affect purchase intention. It would be useful to note that CTAs do not have a direct effect on purchase intention, but are shaped according to the impact they have on the user. For this reason, the effects of clickability, sense of urgency, and clarity of CTAs on consumer attitudes were examined.

Findings revealed that participants found the clickability of CTAs more interactive and useful. This situation positively affected the participants' attitudes towards the promotional message sample given. As a result of the research, clickable CTAs positively affect the consumer's attitude towards promotional messages.

The clarity of CTAs, like clickability, positively affected the participants and their attitudes towards promotional messages. The sense of urgency created in CTAs aroused the participants' sense of curiosity, triggering their willingness to learn more and the feeling of taking action at that moment. As a result of the analysis, sense of urgency positively affected both the consumer's attitudes towards promotional messages and their impulsiveness.

As a result, the research provides a comprehensive look at how CTAs used in promotional messages on Instagram affect the consumer's purchase intention. It offers digital marketers practical applications for CTAs and an understanding of consumer engagement with promotional messages. Recommendations and conclusions from the study can significantly inform strategies to increase consumer engagement and conversion rates on social media platforms. Especially small and medium-sized businesses that do not have high brand awareness can achieve significant results by using Instagram promotional messages prepared with CTA in social media marketing. They can easily direct their target audience with new product promotions, discounts and CTAs that they add to important messages they will share with their target audience. The research's detailed statistical analysis and empirical findings add a solid foundation to strategic recommendations, making this research a valuable contribution to the field of digital marketing and consumer behavior studies.

Limitations of the study and areas of future research

One of the main limitations of the research was that two promotional message samples were provided using a single questionnaire. Here, the author chose this method to measure the results consistently. However, the repetition and length of the questions may have confused the participants. Another problem of the research was that the subject studied was up-to-date and

not enough sources could be found in the literature. In addition, the breadth of the study and the presence of various factors that may affect purchasing intention. For this reason, there were problems in including factors that could be effective without going off-topic.

Future research should monitor whether participants actively click on promotional messages delivered to their electronic devices rather than examples of non-interactive promotional messages. Afterwards, a more accurate evaluation can be made by collecting additional data by conducting an online survey of the participants who clicked on the promotional messages.

SUMMARY

VILNIUS UNIVERSITY BUSINESS SCHOOL

Study Programme: Digital Marketing

Hatice DİNDAR

Supervisor: Lecturer Gintarė Gulevičiūtė

THE INFLUENCE ON CONSUMER PURCHASE INTENTION OF CALL-TO-ACTION IN PROMOTIONAL MESSAGES ON INSTAGRAM CHANNEL

Thesis completed – 2024

Vilnius Paper volume – 55

Number of tables – 31

Number of figures – 1

Number of literature references – 121

Social media is becoming an important place for businesses and brands day by day. Especially the popularity of Instagram continues to increase day by day. Both the visual aspects and the easy access of users to the information they are looking for make this platform powerful. Instagram is also a platform that constantly updates itself and develops new features, especially for businesses. It tries to bring new features that will make users more engaged, especially in terms of promotional messages and advertisements. For this reason, Instagram is one of the priority platforms for most businesses, especially B2C employees. Of course, this situation also brings competition. Businesses aim to reach their target audience by distinguishing themselves from their competitors. However, at this point, knowing the target audience is the important point. Because each user's approach to marketing, purchasing

motivation, and needs are different. Therefore, the author's aim is to find out the influence of CTAs included in promotional messages used on Instagram on the consumer's purchase intention.

In order to achieve the aim of the research, the current study is based on the SOR model. To evaluate the hypotheses, data was collected using the survey method. Participants were given two different promotional message examples with CTA and asked to evaluate the given situations on their own. Paired T-Test and Regression Analysis were used to examine the hypotheses using the SPSS process procedure.

The findings of the survey are that CTAs used in promotional messages positively influence the user and equally positively influence their purchase intentions. As a result, it was determined that the clickability, sense of urgency and clarity factors of CTAs positively influenced the user's attitude towards promotional messages and increased their purchasing intentions. This current research provides important insight for the strategies of marketers and especially small-medium-sized companies/brands.

SANTRAUKA

VILNIAUS UNIVERSITETAS VERSLO MOKYKLA

Studijų Programa: Skaitmeninė Rinkodara

Hatice DİNDAR

Darbo Vadovas: Lektorė Gintarė Gulevičiūtė

SKATINANČIŲ VEIKTI REKLAMINIŲ PRANEŠIMŲ INSTAGRAMO KANALE ĮTAKA VARTOTOJŲ KETINIMAMS PIRKTI

Darbas parengtas – 2024 m., Vilnius

Darbo apimtis – 55 puslapių

Lentelių skaičius – 31

Figūrėlių skaičius – 1

Literatūros ir šaltinių skaičius – 121

Socialinė žiniasklaida kasdien tampa svarbia vieta verslui ir prekių ženklams. Ypač „Instagram“ populiarumas kasdien auga. Tiek vizualiniai aspektai, tiek lengva vartotojų prieiga prie ieškomos informacijos daro šią platformą galingą. „Instagram“ taip pat yra platforma, kuri nuolat atsinaujina ir kuria naujas funkcijas, ypač skirta verslui. Ji bando pateikti naujų funkcijų, kurios paskatins vartotojus labiau įsitraukti, ypač reklaminių pranešimų ir skelbimų atžvilgiu. Dėl šios priežasties Instagram yra viena iš prioritetinių platformų daugumai įmonių, ypač B2C sektoriuje. Žinoma, ši situacija taip pat atneša konkurenciją. Įmonės siekia pasiekti savo tikslinę auditoriją išsiskirdamos iš konkurentų. Tačiau svarbu žinoti tikslinę auditoriją. Nes kiekvieno vartotojo požiūris į rinkodarą, pirkimo motyvacija, poreikiai yra skirtingi. Todėl darbo tikslas – išsiaiškinti skatinančių veikti reklaminių pranešimų Instagram platformoje, įtaką vartotojo pirkimo ketinimui.

Šis tyrimas yra paremtas SOR modeliu. Hipotezėms įvertinti buvo renkami duomenys apklausos metodu. Dalyviams buvo pateikti du skirtingi reklaminių pranešimų pavyzdžiai su CTA ir buvo paprašyta patiems įvertinti pateiktas situacijas. Hipotezėms ištirti naudojant SPSS buvo naudojamas suporuotas T testas ir regresijos analizė.

Apklausos rezultatai rodo, kad reklaminiuose pranešimuose naudojami skatinantys veikti teigiamai veikia vartotoją ir lygiai taip pat teigiamai veikia jo ketinimus pirkti. Dėl to buvo nustatyta, kad skatinančio veikti reklaminio turinio paspaudžiamumas, skubumo jausmas ir aiškumas teigiamai paveikė vartotojų požiūrį į reklaminius pranešimus ir padidino jų pirkimo ketinimus. Šis tyrimas suteikia svarbios informacijos apie rinkodaros specialistų ir ypač mažų vidutinių įmonių / prekės ženklų strategijas.

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APPENDIXES

Part 1

Questionnaire

I am Hatice Dindar, a master's student at Vilnius University Business School and my intent is to research the impact of call-to-actions (1) used in promotional messages (2) shared on Instagram on purchase intention. This means you'll be questioned about your attitude towards the call-to-actions used in the promotional messages you see on Instagram. In addition, how much your attitude influences your purchase intention will be explored.

(1) Call-to-action, as a term, is the part of a message that prompts you to take a specific action, like "Shop Now" or "Learn More." When you click on these calls to action, you will be taken to the relevant page of the brand or company.

(2) Promotional messages, as a term, are messages in which brands and companies introduce their products/services and advertise with discounts and coupons.

The results of the survey are highly important for the further addition to science. Please respond to the questions by selecting the options that best reflect your opinion. Also, please keep in mind that there are no right or wrong responses; each option simply shows your viewpoint towards that statement.

Your personal information will be kept private and confidential, and it would take no more than 10 minutes of your time to fulfill the questionnaire. Thank you very much in advance for your contribution and participation in this study!

If you have any concerns or questions about the research, feel free to reach out to me at haticedindar12@gmail.com

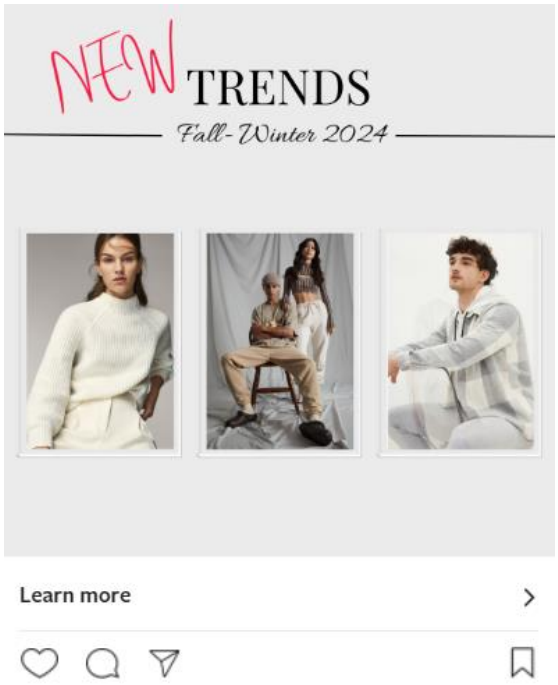
1. **Are you using Instagram actively?.**

- Yes
- No

2. **How often do you notice promotional messages on Instagram?**

- Rarely
- Occasionally
- Frequently
- Very frequently

Imagine that, while spending time on your Instagram account, you come across the promotional message below, created by a brand with a call-to-action (CTA). Take a good look at this promotional message and respond to the following questions accordingly:



1. **Please, evaluate the statements based on the promotional message sample provided.**

Clickability	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I find a clickable call-to-action button to be very useful.					

I prefer a clickable call-to-action button directing me to the page					
I perceive a clickable call-to-action button as more interactive.					

2. Please, continue evaluating the statements based on the promotional message sample provided.

Sense of Urgency	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I immediately felt a desire to learn more about the offer at that moment.					
I feel inclined to take immediate action.					

3. Please, continue evaluating the statements based on the promotional message sample provided.

Clarity	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The clarity of words in this call-to-action button makes me more positive.					
The clarity of words in this call-to-action button saves me time.					
The clarity of words in this call-to-action button is obvious and easy to understand.					

4. Please, continue evaluating the statements based on the promotional message sample provided.

Impulsiveness towards promotional messages	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I spontaneously click on this call-to-action button.					

I immediately desire to learn more about a brand or company's offer.					
When I saw this promotional message, I want to buy things that I had not intended to purchase.					

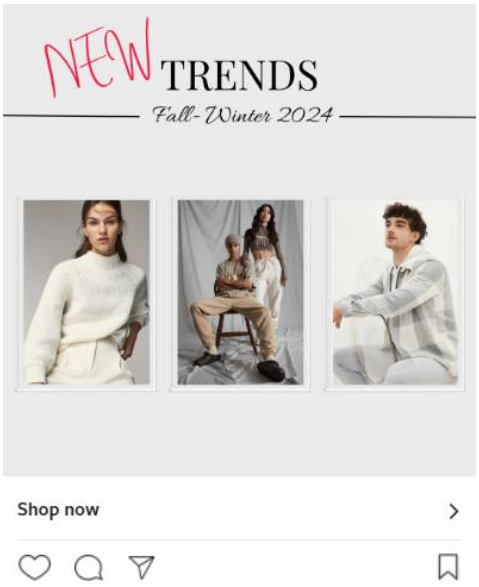
5. Please, continue evaluating the statements based on the promotional message sample provided.

Attitude towards promotional messages	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
This promotional message excites me.					
This promotional message arouses my curiosity, and I want to see in detail what they offer.					

6. Please, continue evaluating the statements based on the promotional message sample provided.

Purchase Intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am willing to buy products through this promotional message.					
This promotional message motivated me to buy the item.					
Even though I didn't need it, I felt a desire to purchase the product featured in the promotional message.					

Imagine that, while spending time on your Instagram account, you come across the promotional message below, created by a brand with a call-to-action (CTA). Take a good look at this promotional message and respond to the following questions accordingly:



7. **Please, evaluate the statements based on the promotional message sample provided.**

Clickability	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I find a clickable call-to-action button to be very useful.					
I prefer a clickable call-to-action button directing me to the page					
I perceive a clickable call-to-action button as more interactive.					

8. **Please, continue evaluating the statements based on the promotional message sample provided.**

Sense of Urgency	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I immediately felt a desire to learn more about the offer at that moment.					
I feel inclined to take immediate action.					

9. Please, continue evaluating the statements based on the promotional message sample provided.

Clarity	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The clarity of words in this call-to-action button makes me more positive.					
The clarity of words in this call-to-action button saves me time.					
The clarity of words in this call-to-action button is obvious and easy to understand.					

10. Please, continue evaluating the statements based on the promotional message sample provided.

Impulsiveness towards promotional messages	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I spontaneously click on this call-to-action button.					
I immediately desire to learn more about a brand or company's offer.					
When I saw this promotional message, I want to buy things that I had not intended to purchase.					

11. Please, continue evaluating the statements based on the promotional message sample provided.

Attitude towards promotional messages	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
This promotional message excites me.					
This promotional message arouses my curiosity, and I want to see in detail what they offer.					

12.Please, continue evaluating the statements based on the promotional message sample provided.

Purchase Intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am willing to buy products through this promotional message.					
This promotional message motivated me to buy the item.					
Even though I didn't need it, I felt a desire to purchase the product featured in the promotional message.					

Demographic Questions:

13. Which age group do you fall into?

- 18-24
- 25-34
- 35-44
- Other

14. What is your gender?

- Male
- Female
- Prefer not to answer

Part 2

Tables from SPSS related to demographic questions

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	64	43,2	43,2	43,2
	Female	83	56,1	56,1	99,3
	Prefer not to answer	1	,7	,7	100,0
	Total	148	100,0	100,0	

Which age group do you fall into?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	34	23,0	23,0	23,0
	25-34	93	62,8	62,8	85,8
	35-44	18	12,2	12,2	98,0
	Other	3	2,0	2,0	100,0
	Total	148	100,0	100,0	

Tables from SPSS for Active IG users and Promotional Message awareness

Are you using Instagram actively?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	148	100,0	100,0	100,0

How often do you notice promotional messages on Instagram?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely	14	9,5	9,5	9,5
	Occasionally	34	23,0	23,0	32,4
	Frequently	61	41,2	41,2	73,6
	Very Frequently	39	26,4	26,4	100,0
	Total	148	100,0	100,0	

Tables from SPSS related to reliability test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,905	,909	6

Inter-Item Correlation Matrix

	Clickability	SenseofUrgency	Clarity	IPM	APM	PI
Clickability	1,000	,614	,596	,474	,656	,509
SenseofUrgency	,614	1,000	,449	,827	,764	,770
Clarity	,596	,449	1,000	,460	,418	,528
IPM	,474	,827	,460	1,000	,707	,859
APM	,656	,764	,418	,707	1,000	,741
PI	,509	,770	,528	,859	,741	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Clickability	84,5743	344,205	,656	,600	,902
SenseofUrgency	96,2297	355,443	,841	,771	,879
Clarity	85,4257	378,886	,570	,453	,911
IPM	91,1689	305,148	,802	,810	,880
APM	95,3851	345,436	,796	,701	,881
PI	90,8311	315,733	,832	,791	,874

Tables from SPSS related Descriptive Statistics

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
CTA1_clickability	148	12,1351	2,54390
CTA1_SoU	148	6,1014	1,87986
CTA1_clarity	148	11,5878	2,22212
CTA1_IPM	148	8,5946	2,76970
CTA1_APM	148	6,5608	2,25342
CTA1_PI	148	8,7365	2,64025
Valid N (listwise)	148		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
CTA2_clickability	148	12,0135	2,53945
CTA2_SoU	148	6,3919	2,01570
CTA2_clarity	148	11,7095	2,20467
CTA2_IPM	148	8,9595	2,92742
CTA2_APM	148	6,7770	2,23095
CTA2_PI	148	9,1554	2,62565
Valid N (listwise)	148		

Tables from SPSS related Paired T-Test

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	CTA1_clickability	12,1351	148	2,54390	,20911
	CTA2_clickability	12,0135	148	2,53945	,20874
Pair 2	CTA1_SoU	6,1014	148	1,87986	,15452
	CTA2_SoU	6,3919	148	2,01570	,16569
Pair 3	CTA1_clarity	11,5878	148	2,22212	,18266
	CTA2_clarity	11,7095	148	2,20467	,18122
Pair 4	CTA1_IPM	8,5946	148	2,76970	,22767
	CTA2_IPM	8,9595	148	2,92742	,24063
Pair 5	CTA1_APM	6,5608	148	2,25342	,18523
	CTA2_APM	6,7770	148	2,23095	,18338
Pair 6	CTA1_PI	8,7365	148	2,64025	,21703
	CTA2_PI	9,1554	148	2,62565	,21583

Paired Samples Correlations

		N	Correlation	Significance One-Sided p	Significance Two-Sided p
Pair 1	CTA1_clickability & CTA2_clickability	148	,732	<,001	<,001
Pair 2	CTA1_SoU & CTA2_SoU	148	,684	<,001	<,001
Pair 3	CTA1_clarity & CTA2_clarity	148	,578	<,001	<,001
Pair 4	CTA1_IPM & CTA2_IPM	148	,729	<,001	<,001
Pair 5	CTA1_APM & CTA2_APM	148	,630	<,001	<,001
Pair 6	CTA1_PI & CTA2_PI	148	,678	<,001	<,001

Paired Samples Test

		Paired Differences					t	df	Significance One-Sided p	Significance Two-Sided p
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper				
Pair 1	CTA1_clickability - CTA2_clickability	,12162	1,86228	,15308	-,18090	,42414	,795	147	,214	,428
Pair 2	CTA1_SoU - CTA2_SoU	-,29054	1,55294	,12765	-,54281	-,03827	-2,276	147	,012	,024
Pair 3	CTA1_clarity - CTA2_clarity	-,12162	2,03341	,16715	-,45194	,20870	-,728	147	,234	,468
Pair 4	CTA1_IPM - CTA2_IPM	-,36486	2,10328	,17289	-,70653	-,02320	-2,110	147	,018	,037
Pair 5	CTA1_APM - CTA2_APM	-,21622	1,92916	,15858	-,52960	,09717	-1,363	147	,087	,175
Pair 6	CTA1_PI - CTA2_PI	-,41892	2,11253	,17365	-,76209	-,07575	-2,412	147	,009	,017

Paired Samples Effect Sizes

			Standardizer[a]	Point Estimate	95% Confidence Interval Lower	95% Confidence Interval Upper
Pair 1	CTA1_clickability - CTA2_clickability	Cohen's d	1,86228	,065	-,096	,226
		Hedges' correction	1,87185	,065	-,096	,225
Pair 2	CTA1_SoU - CTA2_SoU	Cohen's d	1,55294	-,187	-,349	-,024
		Hedges' correction	1,56092	-,186	-,348	-,024
Pair 3	CTA1_clarity - CTA2_clarity	Cohen's d	2,03341	-,060	-,221	,102
		Hedges' correction	2,04386	-,060	-,220	,101
Pair 4	CTA1_IPM - CTA2_IPM	Cohen's d	2,10328	-,173	-,336	-,011
		Hedges' correction	2,11409	-,173	-,334	-,011
Pair 5	CTA1_APM - CTA2_APM	Cohen's d	1,92916	-,112	-,274	,050
		Hedges' correction	1,93907	-,112	-,272	,049
Pair 6	CTA1_PI - CTA2_PI	Cohen's d	2,11253	-,198	-,361	-,035
		Hedges' correction	2,12338	-,197	-,359	-,035

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Tables from SPSS related to research hypotheses

Tables from SPSS to analyze H1

Descriptive Statistics

	Mean	Std. Deviation	N
APM	13,3378	4,04827	148
Clickability	24,1486	4,72994	148

Correlations

		APM	Clickability
Pearson Correlation	APM	1,000	,656
	Clickability	,656	1,000
Sig. (1-tailed)	APM	.	<,001
	Clickability	,000	.
N	APM	148	148
	Clickability	148	148

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Clickability[b]	.	Enter

a. Dependent Variable: APM

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,656[a]	,430	,426	3,06582	1,853

a. Predictors: (Constant), Clickability

b. Dependent Variable: APM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1036,817	1	1036,817	110,308	<,001[b]
	Residual	1372,291	146	9,399		
	Total	2409,108	147			

a. Dependent Variable: APM

b. Predictors: (Constant), Clickability

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	95,0% Confidence Interval for B Upper Bound
1	(Constant)	-,221	1,315		-,168	,867	-2,821	2,378
	Clickability	,561	,053	,656	10,503	<,001	,456	,667

a. Dependent Variable: APM

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,1477	16,6233	13,3378	2,65578	148
Std. Predicted Value	-3,837	1,237	,000	1,000	148
Standard Error of Predicted Value	,252	1,002	,340	,107	148
Adjusted Predicted Value	2,9259	16,7040	13,3326	2,66522	148
Residual	-7,81586	10,11453	,00000	3,05537	148
Std. Residual	-2,549	3,299	,000	,997	148
Stud. Residual	-2,558	3,330	,001	1,003	148
Deleted Residual	-7,87077	10,30257	,00527	3,09595	148
Stud. Deleted Residual	-2,609	3,452	,000	1,011	148
Mahal. Distance	,001	14,722	,993	1,661	148
Cook's Distance	,000	,103	,007	,012	148
Centered Leverage Value	,000	,100	,007	,011	148

a. Dependent Variable: APM

Tables from SPSS to analyze H2

Descriptive Statistics

	Mean	Std. Deviation	N
IPM	17,5541	5,29701	148
SoU	12,4932	3,57523	148

Correlations

		IPM	SoU
Pearson Correlation	IPM	1,000	,827
	SoU	,827	1,000
Sig. (1-tailed)	IPM	.	<,001
	SoU	,000	.
N	IPM	148	148
	SoU	148	148

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	SoU[b]	.	Enter

a. Dependent Variable: IPM

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,827[a]	,684	,682	2,98739	2,226

a. Predictors: (Constant), SoU

b. Dependent Variable: IPM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2821,594	1	2821,594	316,163	<,001[b]
	Residual	1302,974	146	8,924		
	Total	4124,568	147			

a. Dependent Variable: IPM

b. Predictors: (Constant), SoU

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	95,0% Confidence Interval for B Upper Bound
1	(Constant)	2,245	,895		2,507	,013	,475	4,014
	SoU	1,225	,069	,827	17,781	<,001	1,089	1,362

a. Dependent Variable: IPM

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7,1463	26,7530	17,5541	4,38115	148
Std. Predicted Value	-2,376	2,100	,000	1,000	148
Standard Error of Predicted Value	,248	,635	,335	,093	148
Adjusted Predicted Value	6,9168	26,9343	17,5566	4,38169	148
Residual	-6,94962	7,95205	,00000	2,97721	148
Std. Residual	-2,326	2,662	,000	,997	148
Stud. Residual	-2,334	2,685	,000	1,003	148
Deleted Residual	-6,99781	8,09370	-,00259	3,01783	148
Stud. Deleted Residual	-2,371	2,745	,001	1,010	148
Mahal. Distance	,019	5,643	,993	1,212	148
Cook's Distance	,000	,065	,007	,011	148
Centered Leverage Value	,000	,038	,007	,008	148

a. Dependent Variable: IPM

Tables from SPSS to analyze H3

Descriptive Statistics

	Mean	Std. Deviation	N
APM	13,3378	4,04827	148
SoU	12,4932	3,57523	148

Correlations

		APM	SoU
Pearson Correlation	APM	1,000	,764
	SoU	,764	1,000
Sig. (1-tailed)	APM	.	<,001
	SoU	,000	.
N	APM	148	148
	SoU	148	148

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	SoU[b]	.	Enter

a. Dependent Variable: APM

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,764[a]	,584	,581	2,61902	1,749

a. Predictors: (Constant), SoU

b. Dependent Variable: APM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1407,655	1	1407,655	205,220	<,001[b]
	Residual	1001,453	146	6,859		
	Total	2409,108	147			

a. Dependent Variable: APM

b. Predictors: (Constant), SoU

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	95,0% Confidence Interval for B Upper Bound
1	(Constant)	2,524	,785		3,216	,002	,973	4,076
	SoU	,866	,060	,764	14,325	<,001	,746	,985

a. Dependent Variable: APM

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5,9866	19,8352	13,3378	3,09449	148
Std. Predicted Value	-2,376	2,100	,000	1,000	148
Standard Error of Predicted Value	,217	,556	,293	,082	148
Adjusted Predicted Value	5,7969	20,0578	13,3386	3,09799	148
Residual	-6,77645	5,14784	,00000	2,61010	148
Std. Residual	-2,587	1,966	,000	,997	148
Stud. Residual	-2,596	2,003	,000	1,004	148
Deleted Residual	-6,82349	5,34363	-,00074	2,64866	148
Stud. Deleted Residual	-2,649	2,024	-,001	1,010	148
Mahal. Distance	,019	5,643	,993	1,212	148
Cook's Distance	,000	,098	,007	,013	148
Centered Leverage Value	,000	,038	,007	,008	148

a. Dependent Variable: APM

Tables from SPSS to analyze H4

Descriptive Statistics

	Mean	Std. Deviation	N
APM	13,3378	4,04827	148
Clarity	23,2973	3,93218	148

Correlations

		APM	Clarity
Pearson Correlation	APM	1,000	,418
	Clarity	,418	1,000
Sig. (1-tailed)	APM	.	<,001
	Clarity	,000	.
N	APM	148	148
	Clarity	148	148

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Clarity[b]	.	Enter

a. Dependent Variable: APM

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,418[a]	,175	,169	3,69021	1,268

a. Predictors: (Constant), Clarity
b. Dependent Variable: APM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	420,934	1	420,934	30,911	<,001[b]
	Residual	1988,174	146	13,618		
	Total	2409,108	147			

a. Dependent Variable: APM
b. Predictors: (Constant), Clarity

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	95,0% Confidence Interval for B Upper Bound
1	(Constant)	3,312	1,829		1,811	,072	-,302	6,926
	Clarity	,430	,077	,418	5,560	<,001	,277	,583

a. Dependent Variable: APM

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8,0458	16,2223	13,3378	1,69219	148
Std. Predicted Value	-3,127	1,705	,000	1,000	148
Standard Error of Predicted Value	,304	,999	,409	,131	148
Adjusted Predicted Value	7,9703	16,2828	13,3416	1,68791	148
Residual	-8,77955	7,65079	,00000	3,67763	148
Std. Residual	-2,379	2,073	,000	,997	148
Stud. Residual	-2,388	2,083	,000	1,002	148
Deleted Residual	-8,84587	7,72088	-,00373	3,71420	148
Stud. Deleted Residual	-2,428	2,107	,000	1,009	148
Mahal. Distance	,006	9,780	,993	1,506	148
Cook's Distance	,000	,032	,005	,006	148
Centered Leverage Value	,000	,067	,007	,010	148

a. Dependent Variable: APM

Tables from SPSS to analyze H5

Descriptive Statistics

	Mean	Std. Deviation	N
IPM	17,5541	5,29701	148
APM	13,3378	4,04827	148

Correlations

		IPM	APM
Pearson Correlation	IPM	1,000	,707
	APM	,707	1,000
Sig. (1-tailed)	IPM	.	<,001
	APM	,000	.
N	IPM	148	148
	APM	148	148

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	APM[b]	.	Enter

a. Dependent Variable: IPM
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,707[a]	,499	,496	3,76116	1,881

a. Predictors: (Constant), APM

b. Dependent Variable: IPM

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2059,207	1	2059,207	145,565	<,001[b]
	Residual	2065,360	146	14,146		
	Total	4124,568	147			

a. Dependent Variable: IPM

b. Predictors: (Constant), APM

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,223	1,068		4,891	<,001
	APM	,925	,077	,707	12,065	<,001

a. Dependent Variable: IPM

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8,9209	23,7134	17,5541	3,74275	148
Std. Predicted Value	-2,307	1,646	,000	1,000	148
Standard Error of Predicted Value	,310	,779	,420	,123	148
Adjusted Predicted Value	9,0071	23,8094	17,5634	3,74452	148
Residual	-8,46812	10,68282	,00000	3,74834	148
Std. Residual	-2,251	2,840	,000	,997	148
Stud. Residual	-2,264	2,851	-,001	1,003	148
Deleted Residual	-8,56561	10,76354	-,00932	3,79998	148
Stud. Deleted Residual	-2,297	2,924	,000	1,010	148
Mahal. Distance	,007	5,321	,993	1,234	148
Cook's Distance	,000	,060	,007	,010	148
Centered Leverage Value	,000	,036	,007	,008	148

a. Dependent Variable: IPM

Tables from SPSS to analyze H6

Descriptive Statistics

	Mean	Std. Deviation	N
PI	17,8919	4,82360	148
IPM	17,5541	5,29701	148

Correlations

		PI	IPM
Pearson Correlation	PI	1,000	,859
	IPM	,859	1,000
Sig. (1-tailed)	PI	.	<,001
	IPM	,000	.
N	PI	148	148
	IPM	148	148

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	IPM[b]	.	Enter

a. Dependent Variable: PI

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,859[a]	,737	,735	2,48124	1,978

a. Predictors: (Constant), IPM

b. Dependent Variable: PI

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2521,417	1	2521,417	409,551	<,001[b]
	Residual	898,854	146	6,157		
	Total	3420,270	147			

a. Dependent Variable: PI

b. Predictors: (Constant), IPM

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,167	,708		5,884	<,001
	IPM	,782	,039	,859	20,237	<,001

a. Dependent Variable: PI

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8,8582	27,6230	17,8919	4,14156	148
Std. Predicted Value	-2,181	2,350	,000	1,000	148
Standard Error of Predicted Value	,205	,522	,277	,080	148
Adjusted Predicted Value	8,5267	27,5128	17,8899	4,14309	148
Residual	-8,14990	8,14185	,00000	2,47278	148
Std. Residual	-3,285	3,281	,000	,997	148
Stud. Residual	-3,308	3,348	,000	1,005	148
Deleted Residual	-8,26518	8,47335	,00200	2,51352	148
Stud. Deleted Residual	-3,427	3,472	,000	1,019	148
Mahal. Distance	,007	5,521	,993	1,269	148
Cook's Distance	,000	,228	,008	,025	148
Centered Leverage Value	,000	,038	,007	,009	148

a. Dependent Variable: PI

Tables from SPSS to analyze H7

Descriptive Statistics

	Mean	Std. Deviation	N
PI	17,8919	4,82360	148
APM	13,3378	4,04827	148

Correlations

		PI	APM
Pearson Correlation	PI	1,000	,741
	APM	,741	1,000
Sig. (1-tailed)	PI	.	<,001
	APM	,000	.
N	PI	148	148
	APM	148	148

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	APM[b]	.	Enter

a. Dependent Variable: PI

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,741[a]	,549	,546	3,24948	1,489

a. Predictors: (Constant), APM

b. Dependent Variable: PI

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1878,643	1	1878,643	177,917	<,001[b]
	Residual	1541,627	146	10,559		
	Total	3420,270	147			

a. Dependent Variable: PI

b. Predictors: (Constant), APM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,114	,923		6,627	<,001
	APM	,883	,066	,741	13,339	<,001

a. Dependent Variable: PI

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,6459	23,7750	17,8919	3,57490	148
Std. Predicted Value	-2,307	1,646	,000	1,000	148
Standard Error of Predicted Value	,268	,673	,363	,106	148
Adjusted Predicted Value	9,7198	23,8984	17,9000	3,57713	148
Residual	-6,94436	8,87417	,00000	3,23840	148
Std. Residual	-2,137	2,731	,000	,997	148
Stud. Residual	-2,149	2,748	-,001	1,004	148
Deleted Residual	-7,02430	8,98490	-,00807	3,28437	148
Stud. Deleted Residual	-2,177	2,812	,000	1,010	148
Mahal. Distance	,007	5,321	,993	1,234	148
Cook's Distance	,000	,056	,007	,010	148
Centered Leverage Value	,000	,036	,007	,008	148

a. Dependent Variable: PI