

## The Influence of Advertising Captions on the Internet through the Consumer Purchasing Decision

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**Abstract :** The objectives of the study were to find out the frequencies of figures of speech in fragrance advertising captions as well as the types of figures of speech most commonly applied in captions. The relation between figures of speech and fragrance was also examined in order to analyze how figures of speech were used to represent fragrance. Thirty-five fragrance advertisements were randomly selected from the Internet. Content analysis was applied in order to consider the relation between figures of speech and fragrance. The results showed that figures of speech were found in almost every fragrance advertisement except one advertisement of several Goods service. Thirty-four fragrance advertising captions used at least one kind of figure of speech. Metaphor was most frequently found and also most frequently applied in fragrance advertising captions, followed by alliteration, rhyme, simile and personification, and hyperbole respectively which is in harmony with the research hypotheses as well.

**Keywords :** advertising captions, captions on internet, consumer purchasing decision, e-commerce

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