

# On inequalities for strongly $M_\phi$ A-S-convex functions

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**Abstract:** In this paper, it is given a new concept which is a generalization of the concepts s-convexity,  $M_\phi$ A-convexity,  $M_\phi$ A-s-convexity and obtained some theorems for Hermite-Hadamard type inequalities for this class of functions. Some natural applications to special means of real numbers are also given.

**Keywords:**  $M_\phi$ A-s-convex function, Hermite-Hadamard type inequality.

## 1 Introduction

Let  $f : I \subseteq \mathbb{R} \rightarrow \mathbb{R}$  be a convex function defined on the interval  $I$  of real numbers and  $a, b \in I$  with  $a < b$ . The following inequality

$$f\left(\frac{a+b}{2}\right) \leq \frac{1}{b-a} \int_a^b f(x) dx \leq \frac{f(a)+f(b)}{2} \quad (1)$$

holds. This double inequality is known in the literature as Hermite-Hadamard integral inequality for convex functions. Note that some of the classical inequalities for means can be derived from (1) for appropriate particular selections of the mapping  $f$ . Both inequalities hold in the reversed direction if  $f$  is concave. For some results which generalize, improve and extend the inequalities (1) we refer the reader to the recent papers (see [1, 4, 6, 7]).

For  $r \in \mathbb{R}$  the power mean  $M_r(a, b)$  of order  $r$  of two positive numbers  $a$  and  $b$  is defined by

$$M_r = M_r(a, b) = \begin{cases} \left(\frac{a^r+b^r}{2}\right)^{1/r}, & r \neq 0 \\ \sqrt{ab}, & r = 0 \end{cases}.$$

It is well-known that  $M_r(a, b)$  is continuous and strictly increasing with respect to  $r \in \mathbb{R}$  for fixed  $a, b > 0$  with  $a \neq b$ . Let

$$L = L(a, b) = (b-a)/(\ln b - \ln a), I = I(a, b) = \frac{1}{e} \left(a^a/b^b\right)^{1/a-b},$$

$A = A(a, b) = (a+b)/2$ ,  $G = G(a, b) = \sqrt{ab}$  and  $H = H(a, b) = 2ab/(a+b)$  be the logarithmic, identric, arithmetic, geometric, and harmonic means of two positive real numbers  $a$  and  $b$  with  $a \neq b$ , respectively. Then

$$\min\{a, b\} < H(a, b) = M_{-1}(a, b) < G(a, b) = M_0(a, b) < L(a, b) < I(a, b) < A(a, b) = M_1(a, b) < \max\{a, b\}.$$

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Let  $\mathbf{M}$  be the family of all mean values of two numbers in  $\mathbb{R}_+ = (0, \infty)$ . Given  $M, N \in \mathbf{M}$ , we say that a function  $f : \mathbb{R}_+ \rightarrow \mathbb{R}_+$  is  $(M, N)$ -convex if  $f(M(x, y)) \leq N(f(x), f(y))$  for all  $x, y \in \mathbb{R}_+$ . The concept of  $(M, N)$ -convexity has been studied extensively in the literature from various points of view (see e.g. [2, 3, 5,]). Let

$$A(a, b; t) = ta + (1-t)b, G(a, b; t) = a^t b^{1-t}, H(a, b; t) = ab / (ta + (1-t)b)$$

and

$$M_p(a, b; t) = (ta^p + (1-t)b^p)^{1/p}$$

be the weighted arithmetic, geometric, harmonic, power of order  $p$  means of two positive real numbers  $a$  and  $b$  with  $a \neq b$  for  $t \in [0, 1]$ , respectively.

The most used class of means is quasi-arithmetic mean, which are associated to a continuous and strictly monotonic function  $\varphi : I \subseteq \mathbb{R} \rightarrow \mathbb{R}$  by the formula

$$M_\varphi(x, y) = \varphi^{-1} \left( \frac{\varphi(x) + \varphi(y)}{2} \right), \quad \text{for } x, y \in I.$$

Weighted quasi-arithmetic mean is given by the formula

$$M_\varphi(x, y; t) = \varphi^{-1}(t\varphi(x) + (1-t)\varphi(y)), \quad \text{for } x, y \in I, t \in [0, 1],$$

where  $t \in (0, 1)$  and  $x < y$  always implies  $x < M_\varphi(x, y; t) < y$ . The function  $\varphi$  is called *Kolmogoroff-Naguma function of  $M$* . The special interest are the power means  $M_p$  on  $\mathbb{R}_+$ , defined by

$$\varphi_p(x) := \begin{cases} x^p, & p \neq 0 \\ \ln x, & p = 0 \end{cases}.$$

For  $p = 1$ , we get the arithmetic mean  $A = M_1$ , for  $p = 0$ , we get the geometric mean  $G = M_0$  and for  $p = -1$ , we get the harmonic mean  $H = M_{-1}$ .

For any two quasi-arithmetic means  $M, N$  (with *Kolmogoroff-Naguma function*  $\varphi, \psi$  defined on intervals  $I, J$ , respectively), a function  $f : I \rightarrow J$  can be called  $(M_\varphi, M_\psi)$ -convex if it satisfies

$$f(M_\varphi(x, y; t)) \leq M_\psi(f(x), f(y); t) \quad \text{for all } x, y \in I \text{ and } t \in [0, 1]. \quad (2)$$

If the inequality in (2) is reversed, then  $f$  is said to be  $(M_\varphi, M_\psi)$ -concave. If  $\psi : I \subseteq \mathbb{R} \rightarrow \mathbb{R}$   $\psi(x) = x$ , (i.e.,  $M_\psi(f(x), f(y); t) = A(a, b; t)$ ), then we just say that  $f$  is  $M_\varphi A$ -convex.

Let  $f$  be a  $M_\varphi A$ -convex. In this case

- (i) If we take  $\varphi : I \subseteq \mathbb{R} \rightarrow \mathbb{R}$ ,  $\varphi(x) = x$ , then  $M_\varphi A$ -convexity deduce usual convexity.
- (ii) If we take  $\varphi : I \subseteq (0, \infty) \rightarrow \mathbb{R}$   $\varphi(x) = \ln x$ , then  $M_\varphi A$ -convexity deduce GA-convexity. (see [13,14])
- (iii) If we take  $\varphi : I \subseteq (0, \infty) \rightarrow \mathbb{R}$   $\varphi(x) = x^{-1}$ , then  $M_\varphi A$ -convexity deduce harmonically convexity. (see [7])
- (iv) If we take  $\varphi : I \subseteq (0, \infty) \rightarrow \mathbb{R}$ ,  $\varphi(x) = x^p$ ,  $p \in \mathbb{R} \setminus \{0\}$ , then  $M_\varphi A$ -convexity deduce  $p$ -convexity. (see [8]).

The theory of  $(M_\varphi, M_\psi)$ -convex functions can be deduced from the theory of usual convex functions.

**Lemma 1.** [9], If  $\varphi$  and  $\psi$  are two continuous and strictly monotonic functions (on intervals  $I$  and  $J$  respectively) and  $\psi$  is increasing then a function  $f : I \rightarrow J$  is  $(M_\varphi, M_\psi)$ -convex if and only if  $\psi \circ f \circ \varphi^{-1}$  is convex on  $\varphi(I)$  in the usual sense.

**Definition 1.** Let  $0 < s \leq 1$ . A function  $f : I \subseteq \mathbb{R}_0 \rightarrow \mathbb{R}$  where  $\mathbb{R}_0 = [0, \infty)$ , is said to be  $s$ -convex in the first sense if

$$f(\alpha x + \beta y) \leq \alpha^s f(x) + \beta^s f(y)$$

for all  $x, y \in I$  and  $\alpha, \beta \geq 0$  with  $\alpha^s + \beta^s = 1$ . We denote this class of real functions by  $K_s^1$ .

In [5], Hudzik and Maligranda considered the following class of functions.

**Definition 2.** A function  $f : I \subseteq \mathbb{R}_0 \rightarrow \mathbb{R}$  where  $\mathbb{R}_0 = [0, \infty)$ , is said to be  $s$ -convex in the second sense if

$$f(\alpha x + \beta y) \leq \alpha^s f(x) + \beta^s f(y)$$

for all  $x, y \in I$  and  $\alpha, \beta \geq 0$  with  $\alpha + \beta = 1$  and  $s$  fixed in  $(0, 1]$ . They denoted this by  $K_s^2$ .

It can be easily seen that for  $s = 1$ ,  $s$ -convexity reduces to ordinary convexity of functions defined on  $[0, \infty)$ .

In [4], Dragomir and Fitzpatrick proved a variant of Hermite-Hadamard inequality which holds for the  $s$ -convex functions.

**Theorem 1.** Suppose that  $f : \mathbb{R}_0 \rightarrow \mathbb{R}_0$  is an  $s$ -convex function in the second sense, where  $s \in (0, 1]$  and let  $a, b \in (0, \infty)$ ,  $a < b$ . If  $f \in L[a, b]$ , then the following inequalities hold

$$2^{s-1} f\left(\frac{a+b}{2}\right) \leq \frac{1}{b-a} \int_a^b f(x) dx \leq \frac{f(a)+f(b)}{s+1}. \tag{3}$$

The constant  $k = \frac{1}{s+1}$  is the best possible in the second inequality in (3).

The main purpose of this paper is to introduce the concepts  $M_\varphi A$ - $s$ -convex function in the first sense and the second sense and give the Hermite-Hadamard's inequality for these classes of functions. Moreover, in this paper we establish a new identity and a consequence of the identity is that we obtain some new general integral inequalities.

## 2 Definitions of $M_\varphi A$ - $s$ -convex functions

**Definition 3.** Let  $I$  be a real interval,  $\varphi : I \subseteq \mathbb{R} \rightarrow \mathbb{R}$  be a continuous and strictly monotonic function and  $s \in (0, 1]$ .

(i) A function  $f : I \subseteq \mathbb{R} \rightarrow \mathbb{R}$  is said to be  $M_\varphi A$ - $s$ -convex in the first sense, if

$$f(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(y))) \leq t^s f(x) + (1-t^s) f(y) \tag{4}$$

for all  $x, y \in I$  and  $t \in (0, 1]$ . If the inequality in (4) is reversed, then  $f$  is said to be  $M_\varphi A$ - $s$ -concave in the first sense.

(ii) A function  $f : I \subseteq \mathbb{R} \rightarrow \mathbb{R}$  is said to be  $M_\varphi A$ - $s$ -convex in the second sense, if

$$f(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(y))) \leq t^s f(x) + (1-t)^s f(y) \tag{5}$$

for all  $x, y \in I$  and  $t \in (0, 1]$ . If the inequality in (5) is reversed, then  $f$  is said to be  $M_\varphi A$ - $s$ -concave in the second sense.

It can be easily seen that:

- (i) For  $\varphi : I \subseteq (0, \infty) \rightarrow \mathbb{R}$ ,  $\varphi(x) = mx + n$ ,  $m \in \mathbb{R} \setminus 0$ ,  $n \in \mathbb{R}$ ,  $M_{\varphi}A$ - $s$ -convexity (in the first sense or second sense) reduces to ordinary  $s$  convexity on  $I$ .
- (ii) For  $\varphi : I \subseteq (0, \infty) \rightarrow \mathbb{R}$ ,  $\varphi(x) = \ln x$ , then  $M_{\varphi}A$ - $s$ -convexity deduce GA- $s$ -convexity.
- (iii) For  $\varphi : I \subseteq (0, \infty) \rightarrow \mathbb{R}$ ,  $\varphi(x) = x^{-1}$ , then  $M_{\varphi}A$ - $s$ -convexity deduce harmonically  $s$ -convexity.
- (iv) For  $\varphi : I \subseteq (0, \infty) \rightarrow \mathbb{R}$ ,  $\varphi(x) = x^p$ ,  $p \in \mathbb{R} \setminus 0$  then  $M_{\varphi}A$ - $s$ -convexity deduce  $(p, s)$ -convexity.

**Lemma 2.** Let  $f : I \subseteq \mathbb{R} \rightarrow \mathbb{R}$  be a differentiable function on  $I^{\circ}$  and  $a, b \in I$  with  $a < b$  and  $\varphi^{-1} : \varphi(I^{\circ}) \rightarrow I^{\circ}$  is continuously differentiable. If  $f' \in L[a, b]$ , then the following equality holds:

$$\begin{aligned} & \frac{(\varphi(x) - \varphi(a))f(a) + (\varphi(b) - \varphi(x))f(b)}{\varphi(b) - \varphi(a)} - \frac{1}{\varphi(b) - \varphi(a)} \int_a^b f(u) \varphi'(u) du \\ &= \frac{(\varphi(x) - \varphi(a))^2}{\varphi(b) - \varphi(a)} \int_0^1 (t-1)(\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a))) dt \\ &+ \frac{(\varphi(b) - \varphi(x))^2}{\varphi(b) - \varphi(a)} \int_0^1 (1-t)(\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b)) f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(b))) dt. \end{aligned}$$

*Proof.* Let us define  $I_1$  and  $I_2$  as follows:

$$\begin{aligned} I_1 &= \int_0^1 (t-1) d(f(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a)))) \\ &= (t-1) f(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a))) \Big|_0^1 - \int_0^1 f(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a))) dt \\ &= f(a) - \frac{1}{\varphi(x) - \varphi(a)} \int_a^x f(u) \varphi'(u) du, \end{aligned}$$

$$\begin{aligned} I_2 &= \int_0^1 (1-t) d(f(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(b)))) \\ &= (1-t) f(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(b))) \Big|_0^1 - \int_0^1 f(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(b))) dt \\ &= -f(b) - \frac{1}{\varphi(x) - \varphi(b)} \int_b^x f(u) \varphi'(u) du. \end{aligned}$$

Then we can write

$$\begin{aligned} & (\varphi(x) - \varphi(a)) \int_0^1 (t-1)(\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a))) dt \\ &= f(a) - \frac{1}{\varphi(x) - \varphi(a)} \int_a^x f(u) \varphi'(u) du, \\ & (\varphi(x) - \varphi(b)) \int_0^1 (1-t)(\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b)) f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(b))) dt \\ &= -f(b) + \frac{1}{\varphi(x) - \varphi(b)} \int_x^b f(u) \varphi'(u) du \end{aligned}$$

and so we have

$$\begin{aligned}
 & (\varphi(x) - \varphi(a))^2 \int_0^1 (t-1)(\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a))f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a)))dt \\
 &= (\varphi(x) - \varphi(a))f(a) - \int_a^x f(u)\varphi'(u)du, \\
 & (\varphi(b) - \varphi(x))^2 \int_0^1 (1-t)(\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a))f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a)))dt \\
 &= (\varphi(b) - \varphi(x))f(b) - \int_x^b f(u)\varphi'(u)du.
 \end{aligned}$$

By multiplying with  $\frac{1}{\varphi(b)-\varphi(a)}$  both of sides these equalities and adding side by side we have

$$\begin{aligned}
 & \frac{(\varphi(x) - \varphi(a))f(a) + (\varphi(b) - \varphi(x))f(b)}{\varphi(b) - \varphi(a)} - \frac{1}{\varphi(b) - \varphi(a)} \int_a^b f(u)\varphi'(u)du \\
 &= \frac{(\varphi(x) - \varphi(a))^2}{\varphi(b) - \varphi(a)} \int_0^1 (t-1)(\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a))f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a)))dt \\
 &+ \frac{(\varphi(b) - \varphi(x))^2}{\varphi(b) - \varphi(a)} \int_0^1 (1-t)(\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b))f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(b)))dt.
 \end{aligned}$$

as desired. Thus the Lemma is proved.

**Theorem 2.** Let  $f : I \subset [0, \infty] \rightarrow \mathbb{R}$  be differentiable on  $I^\circ$  and  $a < b$ ,  $\varphi : I \rightarrow \mathbb{R}$  be continuous and strictly monotonic function such that  $\varphi^{-1} : \varphi(I^\circ) \rightarrow I^\circ$  is continuously differentiable and  $f' \in L[a, b]$ . If  $|f'|$  strongly  $M_\varphi - A - s$  convex function, we have,

$$\begin{aligned}
 & \left| \frac{(\varphi(x) - \varphi(a))f(a) + (\varphi(b) - \varphi(x))f(b)}{\varphi(b) - \varphi(a)} - \frac{1}{\varphi(b) - \varphi(a)} \int_a^b f(x)\varphi'(x)dx \right| \\
 & \leq \frac{(\varphi(x) - \varphi(a))^2}{\varphi(b) - \varphi(a)} \left[ A_1 |f'(x)| + B_1 |f'(a)| - C_1 |((\varphi(x) - \varphi(a))^2)| \right] \\
 & + \frac{(\varphi(b) - \varphi(x))^2}{\varphi(b) - \varphi(a)} \left[ A_2 |f'(x)| + B_2 |f'(a)| - C_2 |((\varphi(b) - \varphi(x))^2)| \right]
 \end{aligned} \tag{6}$$

where

$$\begin{aligned}
 A_1 &= \int_0^1 (1-t)t^s \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| dt \\
 B_1 &= \int_0^1 (1-t)^{s+1} \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| dt \\
 C_1 &= \int_0^1 ct(1-t)^2 \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| dt \\
 A_2 &= \int_0^1 (1-t)t^s \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| dt \\
 B_2 &= \int_0^1 (1-t)^{s+1} \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| dt \\
 C_2 &= \int_0^1 ct(1-t)^2 \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| dt
 \end{aligned}$$

*Proof.* From Above Lemma and strongly  $M_\varphi - A - s$  convexity of  $|f'|$ , we have

$$\begin{aligned}
& \left| \frac{(\varphi(x) - \varphi(a))^2}{\varphi(b) - \varphi(a)} \int_0^1 (t-1)(\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a))) dt \right. \\
& \left. + \frac{(\varphi(b) - \varphi(x))^2}{\varphi(b) - \varphi(a)} \int_0^1 (1-t)(\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b)) f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(b))) dt \right| \\
& \leq \frac{(\varphi(x) - \varphi(a))^2}{\varphi(b) - \varphi(a)} \int_0^1 (1-t) \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| \left| f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a))) \right| dt \\
& + \frac{(\varphi(b) - \varphi(x))^2}{\varphi(b) - \varphi(a)} \int_0^1 (1-t) \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b)) \right| \left| f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(b))) \right| dt \\
& \leq \int_0^1 (1-t) \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| \left[ t^s f'(x) + (1-t)^s f'(a) - ct(1-t)(\varphi(x) - \varphi(a))^2 \right] dt \\
& + \frac{(\varphi(b) - \varphi(x))^2}{\varphi(b) - \varphi(a)} \int_0^1 (1-t) \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b)) \right| \\
& \left[ t^s f'(x) + (1-t)^s f'(b) - ct(1-t)(\varphi(x) - \varphi(b))^2 \right] dt \\
& = \frac{(\varphi(x) - \varphi(a))^2}{\varphi(b) - \varphi(a)} \left[ \left( \int_0^1 (1-t)t^s \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| dt \right) \left| f'(a) \right| \right. \\
& \left. + \left( \int_0^1 (1-t)^{s+1} \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| dt \right) \left| f'(x) \right| \right. \\
& \left. - \left( c \int_0^1 t(1-t)^2 \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| dt \right) \left| (\varphi(x) - \varphi(a))^2 \right| \right] \\
& + \frac{(\varphi(b) - \varphi(x))^2}{\varphi(b) - \varphi(a)} \left[ \left( \int_0^1 (1-t)t^s \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b)) \right| dt \right) \left| f'(b) \right| \right. \\
& \left. + \left( \int_0^1 (1-t)^{s+1} \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b)) \right| dt \right) \left| f'(x) \right| \right. \\
& \left. - \left( c \int_0^1 t(1-t)^2 \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b)) \right| dt \right) \left| (\varphi(b) - \varphi(x))^2 \right| \right]
\end{aligned}$$

Thus the proof is completed.

**Corollary 1.** If we take  $\varphi(x) = x$  in above Theorem, we get

$$\begin{aligned}
& \left| \frac{(x-a)f(a) + (b-x)f(b)}{b-a} - \frac{1}{b-a} \int_a^b f(x) dx \right| \leq \frac{(x-a)^2}{b-a} \left[ \frac{1}{(s+1)(s+2)} \left| f'(x) \right| \right. \\
& \left. + \frac{1}{(s+2)} \left| f'(a) \right| - \frac{c}{12} |x-a|^2 \right] + \frac{(b-x)^2}{b-a} \left[ \frac{1}{(s+1)(s+2)} \left| f'(x) \right| + \frac{1}{(s+2)} \left| f'(a) \right| - \frac{c}{12} |b-x|^2 \right].
\end{aligned}$$

*Remark.* From above Corollary, if we take the limit as  $c \rightarrow 0$ , then we get

$$\left| \frac{(x-a)f(a) + (b-x)f(b)}{b-a} - \frac{1}{b-a} \int_a^b f(x) dx \right| \leq \left[ \frac{(x-a)^2 + (b-x)^2}{(s+1)(s+2)(b-a)} \right] \left| f'(x) \right| + \frac{(x-a)^2 \left| f'(a) \right| + (b-x)^2 \left| f'(b) \right|}{(b-a)(s+2)}.$$

**Theorem 3.** Let  $f : I \subset [0, \infty) \rightarrow \mathbb{R}$  be differentiable on  $I^\circ$  and  $a, b \in I^\circ$  with  $a < b$ ,  $a, b \in I^\circ$ ,  $\varphi : I \rightarrow \mathbb{R}$  be continuous and strictly monotonic function such that  $\varphi^{-1} : \varphi(I^\circ) \rightarrow I^\circ$  is continuously differentiable and  $f' \in L[a, b]$ , for some fixed

$s \in (0, 1]$  and  $q > 1$  with  $\frac{1}{p} + \frac{1}{q} = 1$ . If  $|f'|^q$  is strongly  $M_\varphi - A - s$  convex, we get

$$\begin{aligned} & \left| \frac{(\varphi(x) - \varphi(a))f(a) + (\varphi(b) - \varphi(x))f(b)}{\varphi(b) - \varphi(a)} - \frac{1}{\varphi(b) - \varphi(a)} \int_a^b f(x) \varphi'(x) dx \right| \\ & \leq \frac{(\varphi(x) - \varphi(a))^2}{\varphi(b) - \varphi(a)} D_1^{1/p} \left( \int_0^1 (t^s |f'(x)|^q + (1-t)^s |f'(a)|^q - ct(1-t)(\varphi(x) - \varphi(a))^2) dt \right)^{1/q} \\ & \leq \frac{(\varphi(b) - \varphi(x))^2}{\varphi(b) - \varphi(a)} D_2^{1/p} \left( \int_0^1 (t^s |f'(x)|^q + (1-t)^s |f'(b)|^q - ct(1-t)(\varphi(b) - \varphi(x))^2) dt \right)^{1/q}, \end{aligned} \tag{7}$$

where

$$D_1 = \int_0^1 (1-t)^p \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right|^p dt,$$

$$D_2 = \int_0^1 (1-t)^p \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b)) \right|^p dt.$$

*Proof.* By using above Lemma and Hölder's Inequality, we have

$$\begin{aligned} & \left| \frac{(\varphi(x) - \varphi(a))f(a) + (\varphi(b) - \varphi(x))f(b)}{\varphi(b) - \varphi(a)} - \frac{1}{\varphi(b) - \varphi(a)} \int_a^b f(x) \varphi'(x) dx \right| \leq \frac{(\varphi(x) - \varphi(a))^2}{\varphi(b) - \varphi(a)} \\ & \int_0^1 (1-t) \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right| \left| f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a))) \right| dt + \frac{(\varphi(b) - \varphi(x))^2}{\varphi(b) - \varphi(a)} \\ & \int_0^1 (1-t) \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b)) \right| \left| f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(b))) \right| dt \\ & \leq \frac{(\varphi(x) - \varphi(a))^2}{\varphi(b) - \varphi(a)} \left( \int_0^1 (1-t)^p \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right|^p dt \right)^{1/p} \\ & \left( \int_0^1 |f'(\varphi^{-1}(t\varphi(x) + (1-t)\varphi(a)))|^q dt \right)^{1/q}. \end{aligned}$$

In the last inequality, if we consider that  $|f'|^q$  is strongly  $M_\varphi - A - s$  convex function, then we get

$$\begin{aligned} & \leq \frac{(\varphi(x) - \varphi(a))^2}{\varphi(b) - \varphi(a)} \left[ \left( \int_0^1 (1-t)^p \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(a)) \right|^p dt \right)^{1/p} \right. \\ & \left. \left( \int_0^1 t^s |f'(x)|^q + (1-t)^s |f'(a)|^q - ct(1-t)(\varphi(x) - \varphi(a))^2 dt \right)^{1/q} \right] \\ & + \frac{(\varphi(b) - \varphi(x))^2}{\varphi(b) - \varphi(a)} \left[ \left( \int_0^1 (1-t)^p \left| (\varphi^{-1})'(t\varphi(x) + (1-t)\varphi(b)) \right|^p dt \right)^{1/p} \right. \\ & \left. \left( \int_0^1 t^s |f'(x)|^q + (1-t)^s |f'(b)|^q - ct(1-t)(\varphi(b) - \varphi(x))^2 dt \right)^{1/q} \right]. \end{aligned}$$

Thus the proof of the Theorem 3.1 is completed.

**Corollary 2.** If we take  $\varphi(x) = x$  in above Theorem, then we get

$$\begin{aligned} & \left| \frac{(x-a)f(a) + (b-x)f(b)}{b-a} - \frac{1}{b-a} \int_a^b f(x) dx \right| \leq \frac{(x-a)^2}{b-a} \left[ \left( \int_0^1 (1-t)^p dt \right)^{1/p} \right. \\ & \left. \left( \int_0^1 t^s |f'(x)|^q + (1-t)^s |f'(a)|^q - ct(1-t)(x-a)^2 dt \right)^{1/q} \right] + \frac{(b-x)^2}{b-a} \left[ \left( \int_0^1 (1-t)^p dt \right)^{1/p} \right. \\ & \left. \left( \int_0^1 t^s |f'(x)|^q + (1-t)^s |f'(b)|^q - ct(1-t)(b-x)^2 dt \right)^{1/q} \right]. \end{aligned}$$

$$\begin{aligned} & \left( \int_0^1 t^s |f'(x)|^q + (1-t)^s |f'(b)|^q - ct(1-t)(b-x)^2 dt \right)^{1/q} \\ & \leq \frac{(x-a)^2}{b-a} \left[ \left( \frac{1}{p+1} \right)^{1/p} \left( \frac{1}{s+1} |f'(x)|^q + \frac{1}{s+1} |f'(a)|^q - \frac{c}{6}(x-a)^2 \right)^{1/q} \right] \\ & + \frac{(b-x)^2}{b-a} \left[ \left( \frac{1}{p+1} \right)^{1/p} \left( \frac{1}{s+1} |f'(x)|^q + \frac{1}{s+1} |f'(b)|^q - \frac{c}{6}(b-x)^2 \right)^{1/q} \right]. \end{aligned}$$

**Corollary 3.** If we take  $\varphi(x) = x$  in above Theorem, then we get

$$\begin{aligned} & \left| \frac{(x-a)f(a) + (b-x)f(b)}{b-a} - \frac{1}{b-a} \int_a^b f(x) dx \right| \leq \frac{(x-a)^2}{(b-a)(p+1)^{1/p}} \left[ \left( \frac{1}{s+1} (|f'(x)|^q + |f'(a)|^q) - \frac{c(x-a)^2}{6} \right)^{1/q} \right] \\ & + \frac{(b-x)^2}{(b-a)(p+1)^{1/p}} \left[ \left( \frac{1}{s+1} (|f'(x)|^q + |f'(b)|^q) - \frac{c(x-a)^2}{6} \right)^{1/q} \right]. \end{aligned}$$

*Remark.* From above Corollary if we take the limit as  $c \rightarrow 0$ , then we get

$$\begin{aligned} & \left| \frac{(x-a)f(a) + (b-x)f(b)}{b-a} - \frac{1}{b-a} \int_a^b f(x) dx \right| \leq \frac{(x-a)^2}{b-a} \left( \frac{1}{p+1} \right)^{1/p} \left( \frac{|f'(x)|^q + |f'(a)|^q}{s+1} \right)^{1/q} \\ & \leq \frac{(b-x)^2}{b-a} \left( \frac{1}{p+1} \right)^{1/p} \left( \frac{|f'(x)|^q + |f'(b)|^q}{s+1} \right)^{1/q}. \end{aligned}$$

## Competing interests

The authors declare that they have no competing interests.

## Authors' contributions

All authors have contributed to all parts of the article. All authors read and approved the final manuscript.

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