



The Ranking of Effective Factors on Efficiency of Commercial Ads In Attracting Viewers In Tehran, Iran

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ABSTRACT

In this paper, we investigate the effectiveness of TV commercial advertisement on citizens of Tehran. Research population was those who live in Tehran and are television audience, with multi stage sampling method, 400 of the samples were selected. This is a descriptive research survey. To collect data in this study a 25-item questionnaire was used. Descriptive statistics and inferential statistical tests were used to determine that there is a significant relationship, at 95% level of confidence with 5 percent error, between effectiveness of television commercials, educational level, gender, income, attitudes, technical nature, content of these ads and satisfaction based on time and method of broadcasting.

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1. Introduction

Mass media communicate with different social groups, ethnic, occupational, and age in different forms and play various roles in the community. With extensive and sophisticated media, the scopes of their duties have extended and in accordance with each round of communication activities, their roles changed and improved. Supposedly "Harold Lasv" considers just three roles, news, social cohesion and transmission cultural Heritage for media in his period, but later "Charles Wright" adds a fourth role as fun and entertainment to it. In addition to this role, mass Medias have some other duties such as propaganda informing. Today, propaganda is one of the most effective ways for informing (Motamednejad, 1990).

In fact one of the objectives of media technology is influence by the thoughts, behaviors, beliefs and interests of the people. Medias about power and resources, influence public and force them to accept the idea of their deliveries by sending messages that are considerable for power and facilities owners. One of the very common types of advertising is trade or commercial advertising that its purpose is to observe audience's attention and encourage her/him to buy goods. In this case if a proper evaluation of the effects of advertising on the audience is not done, more change will happen in propagandas cost, methods of message presentation, type of media, communication channels and criteria of message performance and owners of goods and services will get more power to communicate their audience better. For sending commercial messages to an audience various means of advertising are used, but in this regard, widespread practice of television in the level of the most influential mass media, make it responsible for broadcasting commercial messages in addition to broadcasting TV programs.

assessment Result of TV commercials is such studies that help goods and services owners to present favorable propaganda packages and also better solidarity of structure and product and servicing methods and provide a smooth way for attracting more audience or costumer for message sender.

2. Importance and Necessity of the subject

Theoretical and practical significance of this study is that we want to make understand expectations and variables that must be answered to the audience with commercials, because in every action of purchasing there is a decision making process, decision making process during which the buyer decides about the kind of product or service to he/she wants to buy. In this regard, First step is paying attention to audience requirement. First stage in this way is audience's requirement and since generally consumption habit of audiences guide by different Medias especially television, medias try to instigate feeling of audience's needs and encourage her/him to purchase. Audience gathered information about her/his requirement for raising her/his needs to establish scales for her/his need and secure her/his requirement and after determining her/his scale, he/she decides to buy. This point determines propaganda producer and media especially television roles as one of the most social mass medias and propaganda media will fail if it can't play its role between producer and consumer.

Television is specified as one of the most pervasive mass media, and if advertising Medias cannot play their role between producer and consumer properly, they will fail.

This study is looking for the principles on the commercials on television which is accepted by the audience. In terms of scientific working on mentioned research will be necessary because of following reasons:

1. Commercial manufacturers want to transmit their message to many general and specific audiences through the medium of television. It is not possible to do this action without knowledge of the work processes of communication and enough attention to time of communication process specially the audience.
2. By knowing audience before and after broadcast of television commercials it is possible to realize rate of customer's trust to this advertising media.
3. Understanding needs of audience to motivate them to acquire is necessary and knowledge of social communication science is essential for it.
4. Raising awareness of audience for goods and services which are produced by producers and raising the numbers of audience is one of the basic targets of commercial propagandas and it is necessary for each source of advertising message to know why it advertise? Who are the audiences? What are their needs? If a means to advertise are proper.

3. Theoretical and research background

Many researches and studies have been conducted on commercial advertisement, which mentioned back to the advertising presence dating in the media. It is because of its importance and the role of advertising in the everyday life of people in economic, social, political and cultural.

Most of projects in the advertising business are more about advertising or suggesting sociology and commercial propaganda economics, or studies about advertising related variables in the commercial propagandas. In various studies and books on social science there are different definitions and meanings versus the words propaganda, Commercial advertising and commercial propaganda. By overviewing different available sources the word propaganda has various definitions in specialized book. Some of the collected definitions of that word are as follows:

Raymond Williams believes that propaganda is a magic system that changes the commercial products to something shining thus the product itself denotes something else.

In Williams' definition advertising does not present the product, but it actually point to something more than it. In fact he lay the foundation of basis of understanding critical culture about advertising with this definition. (Mir fakhraei, 2000)

Advertising is a form of communication that is done by specified natural or legal person, with introduction procuring attention or encourages to the product, service, need or institution of learning, using various means of instrument to group or individual (Homayoun, 2000) "Done Watson" in the book "The role of commercials in modern marketing" presented a definition of advertising that it can be propounded in systematic approach such as: the advertising is organization outcomes in impersonal and payable method via mass media, in order to couscous of or persuasion of the public audience as the organization's environment. (Mohsenian Rad, 2000) set of activities in alternative forms and degrees are done for practicing commercial purposes of the business managers or owners of firms. This is one of the major factors is used by businessmen and industrialists to encourage people to spend money for goods or services. (Homayoun 2000) Although from the establishment of television in Iran (April 1941) propaganda and advertising organizations understand the effectiveness of television commercials but television is confined to government and broadcasting commercial is limited and propagandas often broadcast between programs or before they start.

After Islamic revolution Iran, with attention to war, economic stagnancy and government policy for not using propagandas for fighting with capitalism, commercials at television become stagnant. However among years 1984 to 1989 the commercials was just for government purposes and investing in banks and from year 1989 when war and economic stagnancy finished IRIB started broadcasting commercial propagandas for securing a part of its costs (Rasouli, 2007), Thus gradually begin broadcasting commercials, these commercials provoke the attention of audience for a long time, but since propaganda designers and producers doesn't have knowledge and expert in advertising in Iran, they use west model for provoking audience attention, so most of these advertisement have lack of target and specified designs. Now these commercial messages broadcast between favorite programs of audience and viewers in regular cycle, but unfortunately they have no role in changing attitudes and encouraging audience to buy (they have no role in changing audience behavior), especially according to the special subject of study less attention is done to the advertising effectiveness in past In order to reach a common experimental region with audience and pack propagandas with ideas and opinions. Of course, most of researches about advertising are about commercials on concepts and definitions, methods of delivery and the debates about psychology, sociology and economics, commercial advertising or study of commercials variables. In this project research method is often based on content analysis, comparative or just based on a simple voting.

Project has been done in the Islamic Republic of Iran Broadcasting and representation of broadcast commercials is more based on content analysis.

Main general purpose of study is studying effectiveness of TV commercials between citizens of Tehran. How much have they considered and accepted by audience? What is audience framework versus commercial owners in manufacturing ads? What are the identification of criteria and indicators that most of the audience notice. The other objectives also include:

- H1. Evaluation of content and structural features of television commercials- studying the optimal model of television advertisement from the perspective of the audience
- H2. understanding effectiveness of television advertising in encouraging to purchase of goods and services- understanding different opinion from different age, gender and educational group by advertising on TV

- H3. study of understanding that how much audience would like to use the introduced good by TV commercials. Understanding the variables which are related to audience requirement
- H4. Which factors are more effective for attracting audiences to TV commercials?
- H5. What is the purpose of television advertising broadcast in audience's vision?
- H6. What are the topics and fields of television commercials are preferred by audiences?
- H7. How does trust and acceptance of audience to TV commercials increase or decrease?

4. Research Hypotheses

- H1. There is a significant relationship between media usage and effectiveness of television commercials.
- H2. There is a relationship between trust to media and the effectiveness of television commercials.
- H3. There is a significant relationship between technical nature of TV commercials and television commercial propagandas.
- H4. There is a significant relationship between the structure content and effectiveness of television commercials propagandas.
- H5. There is a significant relationship between the audience attitude toward TV commercials and effectiveness of commercial propagandas.
- H6. There is a significant relationship between the level of education, gender, income level of audience and effectiveness of commercial propagandas.

5. Research Method

In this study, a measurable method is used that is a widespread view method. Library studying method is also used for primary gathering information and compilation the research theoretical framework. Gathered data and information for this research have been studied from two aspects descriptive and clearance for examining theories.

Therefore, according to the sampling model, Tehran divided to 5 districts which are North, South, East, West and Center and in each region, a supermarket, a shop and a small shop was randomly selected. Collecting information considered on the basis of statistic. For estimating appropriate sample size Cochran formula was used by probability of lack of access to size of population with attention to purchase times and customer references to the shops. Sample size was 380 person that was increased to 400 for more reliability.

There is questionnaire with 25 items for studying the related variables. The study of validity of questionnaire was done by face validity method by numbers of communication professors. On the basis of arbitrator's opinion some question were moved or omitted.

To appoint the reliability of questionnaire cronbach's alpha method is used for the most important questions was obtained 78 percent.

In this study amount of the effectiveness is measured with Likert scale (low, medium and high) and the amount of questions attention to regarding advertising, ads accommodate the needs and expectations of the audience and confidence in television commercials was measured.

Using television has been evaluated variable with distance scale measurement (1 to 3 hours per day, 3 to 5 hours per day, 5 to 8 hours per day and more than 8 hours).

Satisfaction of broadcast method: In this study amount of satisfaction has been measured by using serial scale (very low, low, medium, high and very high).

Table 1: Table of frequency and percentage distribution functions commercials

Index Statistic/ Output	Frequency	Percent
More sells of goods and services	240	32.78
Creation of new consume market	83	11.33
Price reduction	22	3
Welfare quality	85	11.61
Creation of competition in production	45	6.4
Facilitating in access to goods and services	42	5.87
Creation of jobs	30	4
Informative	185	25.27
Total	732	100

Table 2: Table of frequency and percentage distribution functions commercials

Index Statistic/ Propagandas effectiveness	Frequency	Percent
Spreading unrealistic information	111	12.5
Luxury	130	14
Bad teaching	32	3.5
Increasing general culture	67	7.5
Product innovation and variety	180	19.5
Trust creation	23	2.5
Change uncertain costumer to determined costumer	160	17

Market briskness	160	17
Goods quality welfare	60	6.5
Total	923	100

Television trust: this trust has been measured by Likert scale (very low, low, medium, high and very high).

Satisfaction of broadcast time: In this study, (in the morning, half-day, afternoon, evening, and night) the satisfaction of broadcast time has been measured.

Education: The education has been measured by serial classification level (illiterate, elementary, middle, high school and higher).

Gender: In this study, gender has been defined by using nominal scales both men and women.

Income level: In this study, income level is determined by using a distance scale.

6. Result and discussion

The study has been done because of understanding the effectiveness of commercials among citizens of Tehran. Whole population was studied was 400 persons and the results are as follow: most of respondents were women and most of them were married. Proportion of married respondents is 52 percent. Level of education, education information obtained by us shows that the highest proportion (40.75 percent) is for bachelor degree holders and diploma degree holders are arranged in the next level. Master and higher degree holders are greater than 8 percent and the least proportion (1 percent) has been related to the initial degree holders. Table 1 shows among total 732 responses received 240 cases have mentioned (32.78 percent) working commercial advertising is to "sell more goods and services" and 22 cases (3 percent) of them also have announced "Price reduction" is a commercial operation with regard to no restrain to the choice. The number of respondents is not equal to the total. Thus functions were intended by audience has been sell more goods and services and giving information.

According to table 2, Most proportion of the respondents surveyed (32.78 percent) believe that selling more goods and services is the main function of commercial advertising and state giving information and consciousness is the next part of the advertising function. Most of the respondents (19.5 percent) have mentioned diversity and product innovation is the commercial effect in society. Total study population (34.75 percent) has announced that need their product is the most important reason for their purchasing.

Table 3: Table of frequency and percentage distribution functions commercials

Index Statistic/ Considerable Items	Frequency	Percent
Good Needs	139	34.75
Interest to Good	17	4.25
Having enough facilities	13	3.25
Good quality and desirability	104	26
Good standards	35	8.75
Good being chip	14	3.5
Propaganda in television	57	14.25
Lottery price	9	2.25
Friends and family recommendation	4	1
Others	2	0.5
None	6	1.5
Total	400	100

According to table 3 show the distribution of 400 respondents, the highest numbers (139 cases, 34.75 percent) have said the most important step to order for purchasing something new is "product requirements" versus 9 cases of people also have said they buy because of "Prize lottery". 2 numbers of population (5percent) have been selected option "other" and 6 numbers (5.1 percent) have been selected the public option "None", Thus costumers have said after requirements, quality desirability and TV propaganda are the most important factors of purchasing. The most proportion of respondents in surveyed population (61 percent) knows the commercial coincident with their needs and 69percent of the study population also have purchased certain goods and services because of TV commercials influence.

According to research findings, most of people purchase goods and services because of advertising and less population purchase their product or services because of propogandas. 24.43 percent of population believes that they have very low amount of attention to commercial, while 45.75 percent of people say their motives for watching commercials is presenting scientific information in the advertisement.

According to the results of table 4, most of cases have been reported that their motivation for watching commercial is expecting for watching movies or news and less than motivated to fill their leisure time or entertainment.

According to other research findings, in terms of attraction respondent's attention to commercials, most of respondents have mentioned that the scientific information presented in commercials is the most important factor for watching them and the lowest have said they watch commercial for prominent figures.

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According to table 5, The television commercial trust is another important factor that 46 percent of the total population has stated, they have very small belief in the television. When respondents were asked about the reliability of business advertising 29.75 percent of people mentioned they trust ads on TV because of trust to TV as a trusted resource. However because of lack of confidence, some other people were asked the same question announce unrealistic and exaggerated high volume of commercial is the factor they don't appraisal commercials reliable.

Table 4: Table of frequency and percentage distribution functions commercials

Index Statistic	Frequency	Percent
Considerable motivations		
Free time entertainment	13	3.25
Watching movies or news expectation	169	42.25
Propagandas being new	11	2.75
Awareness from new production	84	21
Need to more information about good	123	30.75
total	400	100

Table 5: Table of frequency and Total percentage distribution functions commercials

Index Statistic	Frequency	Percent	Total Percent
Trust scale			
Very low	184	46	46
Low	123	30.75	76.75
To some extend	48	12	88.75
High	29	7.25	96
Very high	16	4	100
total	400	100	---

Highest proportion of population (26.70 percent of population) stated main purpose of television broadcasting is income and next stage is knowledge and informing.

In terms of agreement or disagreement with broadcasting television commercials, greater proportion have completely disagreed and the least proportion have completely agreed.

When respondents were asked about the content of a good, proper and effective announcement, the highest proportion of population (26 percent) said announcing the negative points of good is one of the factors of good advertisement which means promoting a particular item be referred to the both positive features and negative features, Thus, according to respondents opinion, a good and optimal promotional package after presenting complete information about a good, clearly presents its price and its advantages and disadvantages.

Among the resulting data, most respondents mentioned first IRIB broadcast commercials priority is for the educational and cultural products and then advertise detergents and cleaners is its next priority.

Most of the sample, 53 percent watch television about 3-5 hours a day on average and at the same time they have said that impact of advertising on audience is the most at nights and the end of nights. Among respondents 5.41 percent of respondents opposed use of dialect, language and symbols of ethnic in propaganda, while the lowest percentage of population (6.75 percent) fully been agreed.

In terms of income, respondents mentioned their average income in a month between 2.600.000 to 3.500.000 Rials whereas 5.8 percent of people in this community earn greater than 6.400.000 Rials per month.

By studying on relationship among variables following results were obtained. With due attention to test calculated chi-square is 261.28 with 2 degrees of freedom, with 1 percent error and 99 percent confidence; relationship between two variables is significant. This means that between two variables respondents' gender and effectiveness rate of television commercials correlation between them is equal to 266.0, and there are moderate. For describing above table, it should be said the highest proportion of women in the population believe that effectiveness of television commercials is little consider. Women also believe that television commercials are effective more than men.

According to tests calculated square were 489.82 with 20 degrees of freedom, 1 percent error and 99 percent confidence, relationship between two variables is significant. In other word it is established that effectiveness of television commercials on audience and main shopping interface correlation of intensity equal to 321.0 and average. Characterize the table should be stated, that assessment of audience who knows need as the most important factor for purchasing product, about effectiveness of television commercial is a small amount.

Square in chi-score test equal 382.267 with 6 degrees of freedom, 1 percent error and 99 percent confidence shows that there is a relationship between two variables. It means that there is a significant relation with correlation 587 and in high score between scale of conformity of commercials with audience expectation and rate of their effectiveness. For describing a table it can be stated that audience with most proportion in Population has announced that the conformity between commercials and their needs and expectations is low and they also believe that effectiveness of commercials is low.

Audience who assesses the conformity of commercials with their needs and expectations in medium level also believes that the effectiveness of commercials on audience is high. According to test calculated chi-square was 039.33 with 6 degree of freedom, 1 percent error and 99percent confidence determined that there is a significant relationship between two variables.

Thus, there is a relatively weak relationship with the intensity equal to 20.3 between duration of a day watching television commercials by audience and effectiveness of commercials. Note that this table describes that although the most proportion of population spend 3 to 5 hours a day to watch television but they estimate effectiveness of commercials much less.

Calculated chi-square in test was 985.27 with 2 degrees of freedom, 1 percent errors and 99 percent confidence indicate that there is a significant relation between two variables. It means that there is a correlation equal 265 between effectiveness of commercials and purchasing goods. The table can be described that the most of audiences don't purchase because of commercial effect and they believe that commercial effectiveness is low.

According to the Chi test, calculated score was amount of 080.167 with 10 degrees of freedom, 1 percent error and 99 percent confidence shows that there is a significant relationship between these two variables. It means that there is a correlation equal 457 between effectiveness of commercials and audiences' income and it is high. Most proportion of population earns 160 to 250 thousand tomans per month and announces that the commercial effectiveness is low. At the same time, audiences with income less than 150\$ believe that television commercials effectiveness is high.

Khi-square equal to 859.27 in chi-square test with 8 degrees of freedom, 1 percent error and 99 percent confidence shows that there is a significant relationship between two variables.

Thus, a correlation equal to 187 and low level is established between degree of agreement or disagreement with television commercials aired between programs and the effectiveness of advertising. For describing a table it should be said that the most proportion of population not only believes that the commercial effectiveness is low but also they disagree with broadcasting them between programs.

7. Conclusions

Today, propaganda is one of the most effective ways of informing. Propagation attracts thousands of people every day that has been proposed as jobs and part of economic benefits. According to Maslow's theory based on need for conservation, we understood that most of people in society believe that wherever they need something, provide it. Therefore, in this context it is necessary for developers and an owner of commercials to guides these needs and spread the propagandas to attract more audiences in their hierarchy of needs. According to the need view, expressed in this research, audience is an active and dynamic human body that is looking for selecting messages. In this regard, the results show that audience does not show much interest to advertising messages and waits for leisure or watch her/his favorite program. In this context audience knows television commercials unrealistic and exaggerated and not only doesn't absorb by the message but does not feel need to watch commercials because they have negative thinking background about credibility of source. They believe that purpose of broadcasting system managers is having income by commercial advertising and at last when propagandas can't remedy their needs they will have different reactions such as changing channels, turning of TV or doing something else.

"Hebert Marcuse" another theorist who has cynical view to television commercials believes that television commercial is guilty in the creation of false needs and conflicts of class. In this regard, information and research results indicated that in the first stage commercial can influence on audience for introducing the different kinds of goods and services and provoke a liar needs but consciously a consumer look for provoking her/his constant need in her/his point of view. An Iranian audience thinks about different aspects of good she/he wants to buy more than thinking to propagandas.

According to Marcos's critical theory, it can be said this theory is more suitable for capitalism and developed countries which has different medias with different policies, but in this case goods or services owners or internal sending commercial source can indicate group of requirement which causes improvement of society and send the commercial ads in their specialized road with complete introducing of goods and services for their audiences.

According to use and satisfaction theory when people try to provoke their needs and they expect to be provided their needs when they use a media start to watch TV or other Medias. Their purpose is like others, rest and recreation, reinforcing personal values and fulfill other requirements but in this way if the media is unable to meet their demands and can not pay enough attention to content of post, audience's satisfaction decrease and they leave the media, so advertisement should present according to the audience's need and on the other hand it is necessary that the methods of presentation be according to his/her needs and values accepted in society, this result to increase amount of effectiveness.

Referring to Dr.Motamednejad theory, duty of mass media is raising the level of awareness; develop a rational thinking, wake public opinion build trust in audiences when these devices regarding their job by attention to the needs and demands of the public and this activity placed beside responsibility in the news, education and other social duties. It will be in a favorable direction on advertising effectiveness based on the same basis and according to the results hypotheses variable associated relationship and research questions, can get the same point with audience in a common experimental and communicational filed by effective manipulation on the effectiveness of commercials items (in effective factors in the effectiveness of commercials in effective model)

Proportion 1 in efficiency and message feedback among sent and received message completely. At last it can be said that result assessment of commercial advertisement on audiences is such studies that can help goods and services owners' present better advertisement and also reform and excel the production and servicing structure and methods and show suitable solution for more affection of these ads.

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