

## Advertisement and Its Effect on attracting Artists to Participate in Theater Festivals

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### **ABSTRACT**

Executive organizations and committees usually use promotional activities to attract more artists to theater festivals; however, some organizations believe that advertising is just waste of capital. Therefore, the present study aims to investigate the effect of advertising on attracting artists to participate in theater festivals of the country and rank these advertisings. In this research, library method is used in theoretical studies, and in field studies, a questionnaire was distributed among 259 active artists in theater field who were randomly selected from among statistical population (796 artists). The research was done in Iran in the time period of January to March 2016. According to the analysis of the collected data using Spearman and Friedman tests, the effect of advertising, a subset of promotion mix tools, on attracting artists to theater festivals was proved. Therefore, it is suggested to pay due attention to advertising and make investments on it in order to attract artists to theater festivals.

### **Keyword:**

Marketing mix, promotion mix, advertising, theater

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**INTRODUCTION**

In today's competitive world, enterprises need to use marketing techniques and conduct specialized marketing research for their survival. Albert Emery states that: "marketing is a civil war; in most of these battles, companies and organizations that use more favorable words, ideas and intellectual discipline are more successful. In other words, they have updated and integrated marketing management to be able to take steps to combat competition scenes" (Constantinides, 2004).

Many people think marketing is just selling and advertising. Today, marketing should not be known with its old meaning (i.e. selling), but it must be known with its modern meaning of providing customer satisfaction (Kotler & Armstrong, 2014). According to Kotler, satisfaction, happiness or disappointment of an individual is the result of comparing perceived performance of a product or results with expectations (Santouridis & Trivellas, 2010).

Marketing is searching for the best market and sectors, where the organization can participate more usefully and more effectively and can respond to the needs and aspirations of the people. In other words, marketing is a conscious effort for optimal allocation of resources and creation of a kind of allocation in market (Roosta & Ebrahimi, 2004).

Marketing, in a more general sense, is a social and managerial process by which people and organizations meet their needs and wants through the creation and exchange of benefits with each other. Marketing, in the small scale of business, requires the creation of profitable and fruitful exchange relationships with customers (Kotler & Armstrong, 2014).

Marketing mix is a set of controllable and tactical marketing tools that the organization blends them together to meet the needs of the target market. These popular elements include: product, price, place (distribution) and promotion mix (Mason, 2007, Kimuli, 2006, Dibb, 2002, Kotler, 2000, Ambler, 2000).

The proper use of marketing mix has two major benefits. First, business managers and traders' responsibilities in the industry are well directed and their priorities are determined. Second, their competitive strengths in comparison to other competitors are determined (Low & Tan, 1995)

On the other hand, marketing mix determines the organization's performance using a range of controllable variables in an environment where there are many uncontrollable factors. In other words, marketing decision variables in the marketing mix models provide a framework through which industries and firms plan their marketing activities (Hoseini & Rezvani, 2009).

One of the elements of the marketing mix that has a decisive role in the success of organizations is promotion activities. Promotion is a set of actions that the organization does to communicate with its desired sectors in the target market and to affect them in order to better position products and services. Accordingly, it plays a very important role in advancing policies and marketing strategies such as communication with customers, introduction of new products, modification and change of the mentality of

customers and audiences about the company and its brand (Raghubir, 1999).

The fourth factor in the marketing mix (promotion mix) covers all communication tools that can deliver a message to a target audience. These tools can be divided into four groups: advertising, sales promotion, public relations, personal selling (Esmailpour, 2014).

Among the elements of marketing integrated communication model, advertising had a more famous role for positioning products because customers are informed of new products through advertising. In addition, advertising reduces barriers between customers and firms to a minimum (Blech George & Michal, 2001, Lopez, 2002).

It is not just economic units that go toward advertising, but rather museums, institutions and charitable organizations and government institutions target different communities for advertising. Advertising is a very cost-effective mean to disseminate message (Kotler, 2006).

In fact, marketing management faces four major decisions when preparing an advertising program, i.e. determining advertising objectives, determining advertising budgets, procurement of advertising strategy (deciding on message and media), and evaluating advertising programs (Kotler & Armstrong, 2014).

Advertising literally means to convey a message from one person to another, and technically means any kind of impersonal communications about an organization, product, service, or idea that a specific employer pays money for passing it through a mass medium and reach a wide range of audiences (Karlsson, 2007).

Advertising is designed to attract attention, guide attitudes, and facilitate behavior change (Chan et al. 2009) and provides the most convincing sales messages with the deepest vision for products or services with the least possible cost (Celebi, 2007).

In Central and Eastern Europe, advertising had a negative meaning and was a tool for promotion of capitalism until 1989. But as the ads became more informative, they became accepted because of their importance in providing information about new products and services (Petrovici, 2007).

It can be said that advertising is one of the primary communication links with clients. That is why the selected image and language should be the intended image and language of audiences and should be kept in line with the culture, economy and business changes (Wang, 2009).

Advertising, specifically, is impersonal communication and introduction of a product or service through various carriers in exchange of receipt of funds for profit or non-profit institutions or people who somehow have been identified in the message (Kotler and Armstrong, 2003).

Effectiveness of advertising is the extent of achievement of goals of a marketing communication and actions taken toward the set goal (Ramalingam et al., 2006). Knowing that to what extent the advertisement, which we have spent a large amount of money for it, has helped us achieve our determined goal is of utmost importance (Hoseini et al., 2009).

Controlling communication element has a direct impact on customers' perception. This means that communication

elements, advertising, and promotion should be carefully implemented and controlled (Suvittawat, 2015).

Due to the extensiveness of advertising media, they are divided into four categories for prioritization of their effect on attracting artists to theater festivals.

1. Broadcasting advertisements through modern media senders such as internet, new websites, mass media software, and artistic channels
2. Broadcasting advertisements through traditional media senders such as radio and TV
3. Broadcasting advertisements through performance media such as roll up, stands, billboards, urban banners, and metro TV
4. Broadcasting advertisements through printed media such as posters, newspaper, and specialized magazines

Whether advertising could attract artists to theater festivals or not is of utmost importance in this study and will be examined.

Many theater festivals, such as Tak theater festival, Soreye Mah theater festival, student theater festival, Resistance theater festival, Fajr festival, and other different festivals are planned in the country every year.

It is obvious that advertising activities of such festivals demand a large amount of funds. The country affords all these costs to encourage the cultural development in society. As a result, it is important to hold festivals with appropriate goals and spend budgets in the right direction.

There are three main types of costs, i.e. fixed, variable, and total costs, in economics (Kamali and Dadkhah, 2014).

Fixed costs are costs that do not depend on the level of production or sales. Variable costs are costs that are directly related to production volume. The total cost is the sum of fixed costs and variable costs at every level of production.

A large part of festivals' costs is fixed costs that must be paid regardless of the number of artists participating in the festival, such as arbitration costs, review costs, and secretariat costs; however, the secretariat of the festival spends budget on festivals, so the more the number of participants, the less the costs and the more famous the festival will be. This is because if the statistics of participants in a festival announced in press conferences, and through the media or the secretariat is higher, the festival will be more famous among artists, it will be more valuable, and also will attract famous people. If the number of famous people participating in these festivals is more, the festival will be more important, will attract more artists each year, and will substantially save costs.

Accordingly, the present study is very important and necessary to investigate the effect of advertising on attracting artists to participate in theater festivals because there are numerous research gaps in this area. Secretariats of theater festivals do not know what kind of advertising and how much advertising can increase the number of participating artists or do not know how they can push famous artists toward participating in these festivals. Some of the secretariats seek to do so by increasing advertising activities and some other believe that these activities are just a way to spend money and energy without achieving appropriate results; in the meanwhile, it is the funds, facilities and manpower that is wasted. Because of these gaps and differences, conducting studies on this subject is necessary so that we can determine is advertising effective in attracting artists so as to be able to take advantage of the

theoretical and practical research benefits, such as cost, time, budget, facilities, and human resources savings.

It should be noted that since participation in theater festivals in Iran requires registration by the director of play and registration will not be done by other people, wherever the term theater artists is used all over the study, it means theater directors.

In connection with this research, both domestic and foreign studies are limited that are not available and studies that are available have investigated the effect of advertising on viewers of theater festivals. But there have been numerous studies in various fields in relation to the investigation of the effect of advertising or promotion mix elements that advertising is one of its subsets. Some of the latest research in this area can be stated as follows.

Sanaei et al. (2016) concluded that banking advertising will be effective on attracting customers. Their investigation of the most effective advertising tools from the viewpoint of people showed that TV, banners, newspaper, and radio had the greatest impact, respectively.

Karrubi and Mohammadian (2011) and Rabiei et al. (2012) showed that compared to other media, TV has a long lasting effect on attracting audiences.

Saei et al. (2009) found that from the viewpoint of cultural tourists, the primary means of advertisement to attract cultural tourists include marketing, internet, books, and articles.

Ilyashenko and Ivanistkiy (2012) found that in terms of ranking, billboard advertising has the greatest impact on audiences.

Wang and Moore (2011) reviewed sport advertising and found that sport settings are better places of advertising for a variety of products as compared to other places such as subway and railway. The effect of advertising products in sport settings on consumers is more significant than other places.

Wang and Moore stated that advertising is more effective if done in the proper place and location. This finding was also obtained in the present study.

Teerling and Pieterse (2010) have considered multi-channel marketing. The authors said that governments interact with citizens and help them through different ways. They believed that development of communication facilities is a requirement of countries' development and considered the development of e-government as the best opportunity for firms and individuals to use it for propaganda so that the aim of this research is showing the impact of advertising through governmental e-service channels.

Results of the study of Aduloju et al. (2009) also showed the major impact of advertising in companies included improved sales volume and public image.

Bir (2003) concluded that advertising practices using images would introduce products more and in this way, costs are reduced and manufacturers' income is increased.

In fact, according to Bir, those advertising tools that visually advertise the product will be more effective.

In general, it can be concluded that advertising is of particular importance in determining the status of organizations in the target market and attracting customers (artists). In fact, advertising is one of the crucial and determining factors in maintaining or increasing artists' participation in festivals. However, this element has not

been paid due attention in attracting artists to theater festivals. Therefore, the present study has addressed this issue and its main goal is determining the effect of advertising and prioritizing its effects on attracting artists to participate in theater festivals.

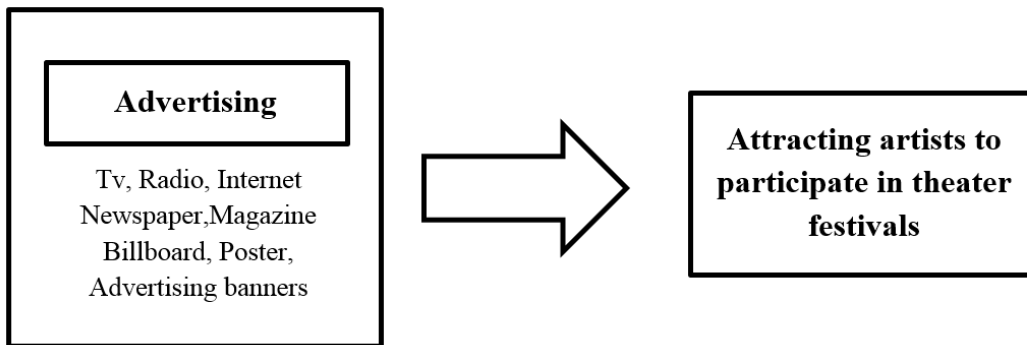
Conceptual model of the study is formulated in the form of a hypothesis as follows.

Hypothesis: advertising affects artists' attraction to participate in theater festivals.

**Figure 1: theoretical framework of the study (Kotler and Armstrong, Marketing principles, Translated by Bahman Fooroozandeh, 2014)**



**Figure 2: conceptual model of the study**



In this study, advertising is independent variable and artists' attraction to participate in theater festivals is dependent variable.

Therefore, according to this model, it is aimed to investigate the effect of advertising on attracting artists to participate in theater festivals.

**Tools and Methods:**

The present study is applied in terms of its objectives and is descriptive- survey in terms of its nature, quality and the method it has been conducted.

Based on the research objectives, the population of the study should be theater artists (theater directors) active in festivals. According to the inquiries carried out, population of this study consists of 796 artists working in theater and theater festivals of the country.

Sample size was calculated using the Cochran formula, which turned out to be 259 artists.

$$n = \frac{NZ^2_{\alpha/2} Pq}{\epsilon^2(N-1)+Z^2_{\alpha/2} Pq} = n = \frac{796(1.96)^2(0.5*0.5)}{(0.05)^2(796-1)+ (1.96)^2(0.5*0.5)} = 259$$

Two methods were used to collect the data. In the library method, books, magazines, journals and theses were used and in the field research method, questionnaire is a common practice to collect primary data, which has been used in this study.

Simple random sampling was used in this study and therefore, 300 questionnaires were distributed among the statistical population and a total of 283 questionnaires were collected. After the removal of incomplete questionnaires, 259 questionnaires were used.

In this study, based on the understandings of the researchers, the researchers designed a 12-item questionnaire after reviewing previous studies. The questionnaire contains five demographic questions (gender, age, education, major, and experience in the field of theater), three questions relating to tendency to theater festivals, four questions relating to advertising based on a 5-point Likert scale ranging from very low, low, medium, high, and very high scored as 1-2-3-4-5.

To determine the validity of the questionnaire, it was first given to the ten professors and experts in the fields of business management, marketing, and performing arts. Finally, in a specialized panel of experts with executive and organizer of festivals (3 persons), statistics and research (2), it was reviewed to find its difficulty level, the mismatch, ambiguous phrases or failure in the meanings of words. Their opinions were applied in the form of minor changes in the questionnaire.

Another way to assess the validity is the content validity ratio (CVR). Validity of the questionnaire was also confirmed using this method.

The third method of evaluating validity is content validity index (CVI) using Walz and Basel method. Finally, the

mean CVI was equal to .85 and validity of the questionnaire was confirmed.

To determine the reliability of a measurement instrument, Cronbach test is often used. The present study has also used the same method. After designing the questionnaire and checking its validity, the questionnaire was distributed among 30 members of the sample population. After collecting and transmitting data to the SPSS software and measuring by Cronbach test, the result was equal to .82, which showed the high reliability of the questionnaire.

**Table 1: Cronbach's test results**

	Variable	Cronbach
1	Advertising	.82

### Hypotheses testing

In this study, the Kolmogorov-Smirnov test has been used to test the normality of the data and since the significance level is .000, it can be said that data distribution is not normal. Accordingly, nonparametric tests can be used due to the fact that data are not distributed normally. In this study, Spearman test is used for hypothesis testing and Friedman test is used to prioritize elements affecting attraction of artists.

To test the hypothesis, advertising and attracting artists to theater festivals were used as variables. Since significance level is .000 and is less than .05, there is a significant relationship between these two variables. Therefore, the hypothesis is accepted and it can be concluded that advertising affects attracting artists to theater festivals by 99% confidence level. Accordingly, the more advertising is used, the more strengthened people's tendency toward theater festivals will be.

**Table 2: testing the hypothesis of the effect of advertising on attracting artists to festivals**

First hypothesis	
Spearman table	Advertising and attracting artists to theater festivals
Spearman correlation	.219**
Sig. level	.000
No.	259

### Prioritization

In this hypothesis that the effect of advertising on attracting artists to participate in theater festivals is investigated, media have been divided into four main categories with the goal of determining the status of each of these four categories.

Based on Friedman test and obtained results in Tables 3 and 4, modern media sender is in the first place, traditional media sender is in the second place, performance media is in the third place, and printed media is in the fourth place.

**Table 3: descriptive statistics**

	N	Mean	Std. Deviation	Min	Max
Broadcast advertising through traditional media sender	259	4.0116	1.10490	1.00	5.00
Broadcast advertising through modern media sender	259	4.5869	.77957	2.00	5.00
Broadcast advertising through printed media	259	3.4131	1.12889	1.00	5.00
Broadcast advertising through performance media	259	3.7220	1.13436	1.00	5.00

Table 4: Ranks

	Mean Rank
Broadcast advertising through traditional media sender	2.57
Broadcast advertising through modern media sender	3.35
Broadcast advertising through printed media	1.85
Broadcast advertising through performance media	2.22

### Discussion and Conclusion

Advertising is always considered as one of the most important means of communication in marketing activities and plays a crucial role in creating the right image in the minds of customers (Dwivedi & Merrilees, 2013).

In the meantime, services are of distinguishing characteristic compared with products. It is because of these features that advertising activities are of great importance to raise awareness of audiences about services (Kyone & others, 2005). Therefore, there is a need to assess the effect and role of advertising in attracting artists to participate in theater festivals.

After testing hypothesis through Spearman test, it was shown that advertising affects the increase of the number of artists participating in theater festivals. The results of Friedman test for ranking the hypothesis were as follows:

Advertising: 1. broadcasting advertisements through modern media sender, 2. broadcasting advertisements through traditional media sender, 3. broadcasting advertisements through performance media, and 4. broadcasting advertisements through printed media

### Executive Suggestions

Given that advertising has a major role in attracting artists, it is better to increase advertising budget of festivals; but it should be noted that advertising should be done in proper time and place.

Time is important since radio and TV are faced with a wide range of audience and costs of advertising in these two media, especially TV, is very heavy. Therefore, this type advertising should be broadcasted at the right time, otherwise the result will be the waste of resources. As a result, it is suggested to make necessary arrangements with regard to the time of broadcasting advertising and then venture to build and pay for the ad.

In connection with the right place of advertising, this study came to the conclusion that the reason for the low impact of advertising through printed and performing media is failure to do this kind of advertising in the right place. Therefore, advertising should be done in the campus of University of the Arts or even art centers and centers where artists go.

### Limitations and delimitations

Artists are not easily identifiable. This means that if there is no festival so that we can communicate with artists, it is very difficult to achieve their contact information. Accordingly, if a researcher wants to do research on this subject, he should postpone it until the time of the festival. Therefore, researcher should consider this point when conducting a study because if he starts his research and then no festival is held at the time of filling out forms, he cannot find artists easily.

### Recommendations for future studies

Future researchers who have decided to work on this issue are suggested to do field studies. In this way, they should first choose the population and assess their tendency to theater festivals. Then, they should expose them to different media separately and investigate the changes in their tendency to participate in theater festivals.

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