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**THE EFFECT OF THE BUSINESS ADVERTISEMENT CAMPAIGNS ON PEGAH  
COMPANY PRODUCTS CONSUMERS' DECISION MAKING IN ZAHEDAN CITY**

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**ABSTRACT**

The objective of the current study is the survey of the business advertisements effect on the consumers' decision making as one of the marketing strategies (Pegah company products case study). The current study is an applied one from the objective point of view and it is regarded as a descriptive-surveying research. The study population is consisted of Zabol citizens. The study population for the current study includes 575116 and through the use of Cochran this number was reduced to 369 people as the study population. And the data was collected through the use of questionnaire. The reliability of the results was evaluated by taking advantage of the Cronbach Alpha method. The total reliability of the questionnaire was obtained over 57%, therefore the evaluation instrument is of a high reliability rate. To test the hypotheses the Pierson correlation coefficient, multiple regression analysis, simple regression, path analysis were used. The results of the study are suggestive of the relationship between the business advertisement and consumers' decision making. The standard effect coefficients show that the companies' competition variable with the regression coefficient effect size of (Beta= -0.486) is the strongest predictor of the rate of the addressees' decision to consume. The next in the column is the addressees' incomes variable with the regression coefficient effect size of (Beta= 0.246), in the third rank comes the commercial duration variable with the regression coefficient effect size of (Beta= 0.242) and these implicitly indicate that there is a direct relationship between the variables.

## INTRODUCTION

The first and the most important consumption location is the city. The development and the growth of the great shopping centers is a symbol and a sign of the increase in the consumption tendency of the people in their daily lives and it is per se an important factor in the emergence and institutionalization of the consumption culture among the people. The shopping centers show that having tendency for shopping and buying stuff can be a life style (Abazari and Chavoshyan, 2012:79). The cities and towns are made up of the commodity production and distribution realities and the apportionment of the resources which are all symptoms of a consumption-oriented society. This consumption habit superficially indicates plentitude and freedom to choose, but, in fact what is happening in depth is the accumulation of the problems. The consumerism pleasure is a superficial one; but wherever the individual turns his or her head there is the consumerism to open its way. In fact, consumerism in its locative meaning in a city or a town has become more of a life style (Miles, cited from Zahed Zahedani and Soroosh, 2013:23). The mass media is also the deliverer and the conveyor of the messages and the symbols which

facilitates the individuals' sociability and the intercultural relationships. Nowadays, the media has taken on a culture-building role and they influence the communities to a great extent and they can pave the way for many of the social activities and actions. The societies which receive these messages and symbols are directly subjected to the television programs producing societies' supervisory effect (Dowrani, 2001: 20).

Because television has to cope with a great and vast group of people and its messages are available and are watched by millions of onlookers it has found a very special social importance. The instantaneousness and the vastness of transferring the televised advertisement campaigns both inside and outside the countries and globally and the administration and the method of this medium's practice have brought it various and numerous characteristics (Abdollahyan, 2010).

One of the consumption dimensions in the society it to reshow the consumption patterns in the commercials. Paying attention to the role played by such advertisements in the promotion of the consumerist values is very important and vital. The way that the urban commercials and advertisements approach to the consumption field is influential on the

consumption tendency and the consumerism values promotion. For instance, Razawizadeh (2014) has come to this conclusion that being increasingly exposed to the commercials affects the attitudes towards changing life styles or the quality of materialistic consumptions. The Iranian society, as well, is considered a transitional society. It is for sure that the transition process has both sped up during the recent decade as a result of factors such as expansion and globalization of the media and advertisement and it also has infiltrated to the wide and various fields of the social life. Nowadays, in our community the facilitating facilities and tools and the consumerism expansion (different kinds of media and intra-cities' advertisement, the creation and growth of the business centers, shopping malls and so forth) have become more active. In the majority of the big cities during the past recent decades the business and advertisement activities have been increasingly augmented. For example the increase in the different business and advertisement plaques within the urban spaces indicates that the consumerism has been accelerated. In the present world the business advertisements have influenced the city dwellers lives. Various kinds of business advertisements have been fed to the people's eyes and ears (Mohsenian Rad, 2008). This

atmosphere has born witness to a greater intensity and uptum in the second half of the 20<sup>th</sup> century through mass production of the commodities and the effect of the business advertisements for selling commodities has been increasingly expanded. Advertisement is no new subject and it has not necessarily showed up during the recent years; rather it has its roots in the depth of the peoples' lives. But, because of the scope of its infiltration the unquestionable dominance of the business advertisements over our daily lives of the people is an undoubted fact (Mousavi, 2013:100-101).

According to the above mentioned subjects the current study finds a solution to this problem that what is the effect of the business advertisement as a marketing strategy on the consumers' decision making among Pegah Company's consumers?

**Study theoretical basis:**

Business advertisement is a dynamic action which is constantly changing its shape due to the social changes, political and economical revolutions and it is constantly changing its disguise in different environment according to the thoughts, opinions, traditions and customs, and the culture and religion of the people (Arbabi, 1971:16).

Advertisement can be recognized as the main element of the contemporary culture in the

developing countries and even the industrialized countries.

The objective of the advertisement is not the mere market control rather the goal should be set on the creation of profound trust and faith in the people and the buyers for future interactions development.

The most important distinction between different kinds of media can be established between the broadcasted media (radio and television) and the printed media (newspapers and journals). For the transfer of the symbols and the imaginations broadcasted media such as radio and television seem to be more appropriate but in the introduction if the in-depth and precise information these two media are not as appropriate as the printed media. Therefore, it can be concluded that for the creation of an atmosphere and spirit in the addressees and/or inducing a positive sense television appears to be more effective. While for offering precise and more detailed information the printed media are more appropriate (Mohammadian, 2006:215).

One of the important necessities for an individual who is to make a program regarding the media is to have an open and active mind, since s/he should be able to select the best medium or media from among the various media for his or her own

advertisement task. Advertisement is one of the five fundamental factors for communication by which visual and auditory messages can be communicated to the people through the inducement of whom one can indulge them to buy a service or a commodity, or to attract their attitudes or interests to the targeted thoughts, opinions, credibility or individual(s) (Mohammadian, 2002:19). It seems that each one of us consciously or unconsciously is exposed to a multitude of advertisements around the clock. Therefore it is deemed as necessary and essential to scientifically recognize the advertisement but despite this necessity and importance unfortunately advertisement has not been examined from the scientific point of view and via the exact aesthetic in our country. This notion that making a commercial is the same as making a short film is many a mistaken idea.

The newspaper announcements are also different from a photo frame or a painting. The advertisement should not be considered as a mere painting or a photo because advertisements are meant to serve different goals (Ibid: 21).

Along creating effective advertisements in an organization the evaluation of the previously made advertisements is of a great importance.

**Study background:**

Mousavi (2013) has performed a research entitles urban business advertisements effect on Tehran’s women consumerism. The study methodology is a survey method and the data collection tool is questionnaire and the investigated study population is 726 people of the women living in Tehran who had referred to shopping centers and they have been selected via the randomized clustering method. The results obtained are indicative that there is a significant relationship between the business advertisements in a city and the amount and the type of women’s consumerism. In between, the intermediate variable of having high tendencies to consume and the materialistic attitudes play a determining role in the individuals’ consumption level.

Niromand (2011) wrote an article entitled the amount of television business commercials

effect on the addressees’ consumerism in which the role of the media in the contemporary century has been highlighted more than ever. The media have infiltrated to the depth of the societies by discovering and applying the modern communicational technologies and they enjoy a considerable and determinative effect on the public thoughts orientation. The addressees manage their lives according to the manner aimed by the possessors of the economical power through the media. That is to say that it is dictated to them what to wear, what to eat, what recreational activities to choose, and that how to live. The contemporary Iranian community is a community to which the needs resulting from the economical and social development necessities are imposed.

Study’s conceptual model:

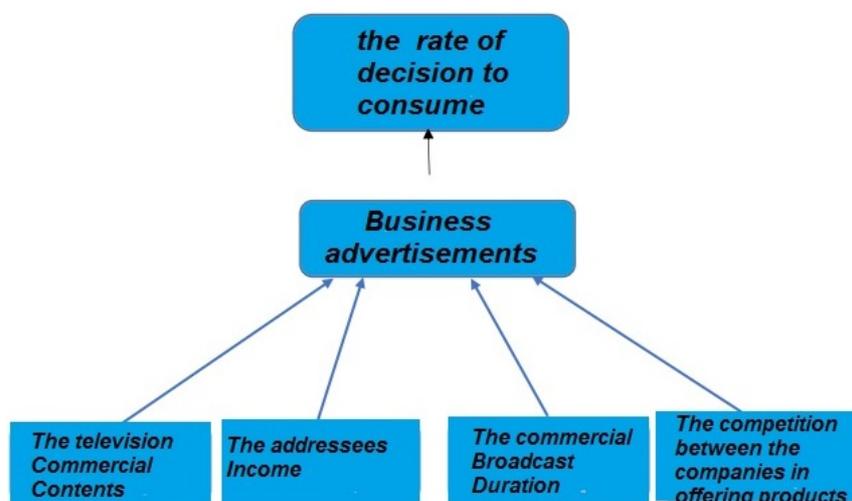


Diagram 1: the research concept model

**Study Hypotheses:**

*a) The general hypothesis:*

- There is a significant relationship between the quality of offering the commercial content and the rate of addressees' decision to buy.

*b) The secondary hypotheses:*

- There is a significant relationship between the addressees' incomes and the rate of addressees' decision to buy.
- There is a significant relationship between the commercial duration and the rate of addressees' decision to buy.
- There is a significant relationship between the companies' competition for introducing commodities via television and the rate of addressees' decision to buy.

**STUDY METHODOLOGY**

The current study is an applied one from the objective point of view since the objective of the applied researches is the applied knowledge development in an especial field, the current study is a descriptive one from the data collection point of view. The study population includes all of the Zahedan County citizens the number of which gets to 575116 people. From among this number 369 people were selected as the statistical sample

by making use of Cochran. The instrument for data collection in the resent study includes questionnaires. The extant maxims in the questionnaire have been designed based on the 5-choice Likert scale and these maxims have been reviewed by the consulting and supervising professors to assure the content validity and finally the questionnaire validity was confirmed by these professors and the business advertisement and consumers' decision-making process variables used in the present study indicated the Cronbach Alpha coefficient as 0.773 and 0.758, respectively, the reliability of which has also been confirmed. The analysis of the study variables have been tested by taking advantage of the descriptive statistical methods. To do so, the SPSS software has been used and the Smirnov-Kolmogorov tests, Pierson's simple regression and multiple regression and path analysis are also used.

**STUDY FINDINGS**

First Hypotheses: There is a significant relationship between the quality of offering the commercial content and the rate of addressees' decision to buy.

To test the commercial content offering relationship with the rate of addressees' decisions to buy the Pierson correlation

coefficient has been used. The reason for using this test returns to the variables' assessment levels, because the assessment levels of every pair of the variables is differential, therefore the most appropriate test is the Pierson's correlation test. Data obtained from the current study is indicative of the existence of a relationship between these two variables, because obtained

significance level is less than 0.01 (Sig=0.000). That is to say that there is a relationship between offering the television commercial content and the amount of addressees' decision to buy. But the correlation coefficient obtained (0.735) is suggestive of the relatively strong correlation between these two variables.

**Table 1: correlation test between the quality of offering the commercial content and the rate of addressees' decision to buy**

The independent and dependent variables descriptive values			
	Mean	S.D	N
offering the commercial content	47.9231	10.90240	369
rate of addressees' decision to buy	50.5135	14.06260	369
Sig=0.000	R= 0/735		

Second Hypotheses: There is a significant relationship between the addressees' incomes and the rate of addressees' decision to buy.

The Pierson correlation coefficient has been used to test the relationship between the addressees' incomes and their decision to

buy rates. The reason for choosing this test lies in the variables evaluation levels, because the evaluation level for each pair of the variables is differential, therefore the most appropriate test is the Pierson correlation test.

**Table2: correlation test between the addressees' incomes and the rate of addressees' decision to buy.**

Independent variable	Addressees' income		
	correlation	Sig	N
rate of addressees' decision to buy	0.338	0.011	369

The data obtained from this study are indicative of the relationship between these two variables, because the correlation value between these two variables equals 0.338. The relationship has a positive orientation and its intensity is weak and it is significant in (sig=0.011) level. This relationship shows that with the increase in the addressees' income there is an increase in the addressees' decision rates to consume.

Third Hypotheses: There is a significant relationship between the commercial duration and the rate of addressees' decision to buy.

The Pierson correlation coefficient has been used to test the relationship between the commercial duration and their decision to buy rates. The reason for choosing this test lies in the variables evaluation levels, because the evaluation level for each pair of

the variables is differential, therefore the most appropriate test is the Pearson correlation test.

**Table 3: correlation test between the commercial duration and the rate of addressees' decision to buy**

Independent variable	commercial duration		
Dependent variable dimensions	correlation	sig	N
rate of addressees' decision to buy	0.403	0.013	369

The data obtained from this study are indicative of the relationship between these two variables, because the correlation value between these two variables equals 0.403. The relationship has a positive orientation and its intensity is average and it is significant in (sig=0.013) level. This relationship shows that with the increase in the commercial duration there is an increase in the addressees' decision rates to consume. Forth Hypotheses: There is a significant relationship between the companies' competition for introducing commodities via

television and the rate of addressees' decision to buy.

The Pearson correlation coefficient has been used to test the relationship between the companies' competition for introducing commodities via television and their decision to buy rates. The reason for choosing this test lies in the variables evaluation levels, because the evaluation level for each pair of the variables is differential, therefore the most appropriate test is the Pearson correlation test.

**Table 4: correlation test between the companies' competition for introducing commodities via television and the rate of addressees' decision to buy.**

Independent variable	companies' competition for introducing commodities		
Dependent variable dimensions	correlation	sig	N
rate of addressees' decision to buy	0.741	0.000	369

The data obtained from this study are indicative of the relationship between these two variables, because the correlation value between these two variables equals 0.741. The relationship has a positive orientation and its intensity is good and it is significant

in (sig=0.013) level. This relationship shows that with the increase in the companies' competition for introducing commodities via television there is an increase in the addressees' decision rates to consume.

**Multiple regression analysis:**

**Table 5: the multiple regression analysis for the elaboration of the dependent variable (the addressee's decision rates to consume)**

correlation	R <sup>2</sup>	R <sup>2</sup> <sub>adj</sub>	Standard Deviation
0.735	0.540	0.527	7.61515

The table data indicate that the correlation coefficient has been calculated 0.735 which implies that the television commercial variable simultaneously correlates with the addressees' decision rates to buy for about 0.735. In this study the adjusted determination coefficient has been calculated

as 0.527, that means that about 53% of the addressees' decisions to consume can be accounted for via the studied variable (television commercials) and the remaining 47% results from factors outside the scope of this research.

**Simple regression analysis:**

Table 6: the model effect coefficients elaborating the addressees' decision to consume rates

Variable	B	Beta	T	Sig.
Fixed	18.425	-	9.054	0.000
TV commercials	0.579	0.735	6.410	0.000

The standard effect coefficients from the above table indicate the effect intensity of the TV commercials on the rate of the addressees' decision to consume (Beta=0.735).

**Path analysis:**

Path analysis is applied for the functional models test and for this test it is required to design a model which is presented in the causative diagram format and it helps us to

see what we are looking for. In path analysis the regression is used, therefore, the fitness of the model can be evaluated and by making use of a standard weight (naming path coefficient in the path analysis) each variable's effect rate can be determined. In this manner, path analysis provides us with tangible and simple information regarding the causative processes (Duas, 2004:222).

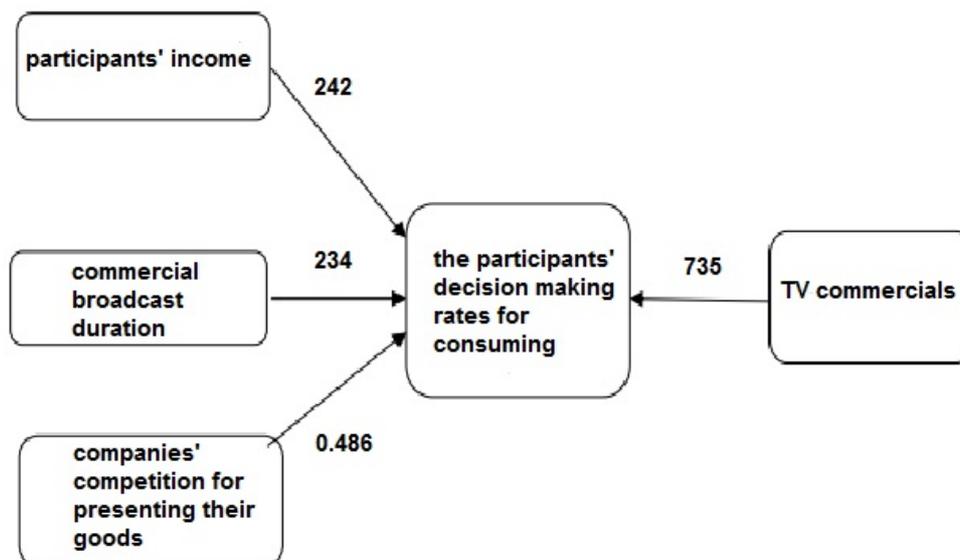


Diagram 2: the path analysis model, the effect of addressee's decision rates on consumption in business advertisements

The success in the addressees' decisions to buy is a function of TV commercials. The company's competition variable in presenting the commodities and services with the regression coefficient effect size equal to (Beta= -0.486) is the strongest predictor of the addressees' decision making to consume. The second rank with the regression coefficient effect size (Beta= 0.246) belongs to =addressees' income, and the third rank is occupied by the TV Commercial broadcast duration with the regression coefficient effect size of (Beta= 0.242).

#### **CONCLUSIONS AND SUGGESTIONS**

The present study dealt with the survey of the advertisement efficiency and its effect on the consumers (Case study: Zabol City) and according to the obtained data and the performed analyses the study findings are presented for the confirmation or the rejection of the primary or secondary questions regarding the hypotheses. The results of the current study are to a great extent confirmative of the former studies results and the results cited in the related literature.

Millions of Rials are spent on different forms of advertisements annually and thousands of advertising messages are written to be implemented. According to the advertisement campaign being critical and its exorbitant

costs the correct and proper use of advertisements credits is of a great importance. Along with this, the advertising media proper and accurate selection and ranking them in every company has its special and critical stand. According to the above-mentioned cases and via the survey of advertisement procedure in Akhawan Jam manufacturing company it was observed that only in times of reduction in the company's sales comparing to its routine sales income, various sorts of advertisement are being applied. In fact, in this organization advertisement has not been paid attention to as a tool for creating mental images of the product and the company and as an unavoidable part along the company's thrive to survive and advertisement is seen as a tool for removing the sales problems and not for enhancing the sale levels in relation to the present status. Also based on the former studies, time intervals between the various sorts of advertisements increase which will decrease the advertisement efficiency. In the today's different world in which advertisement enjoys a particular stand and role for the advancement of the companies' objectives the entire investors are looking for obtaining profits through a different method and therefore they force and urge the customers to purchase and this is facilitated

by the help of advertisement. They can change the goods stands in respect to what they really are and to reach this goal they must be thinking of formulating a suitable and different advertisement activity.

**Some of the suggestions are:**

- The business advertisement experts and specialists should be hired for preparing the advertisement contents and the advertisement campaign should be looked upon as a specialized issue.
- The use of the advertisement attractions and various arts such as music, poems, exhibitions, speeches and so on for attracting the addressees to the business advertisements is a necessity and using a single technique for advertising various and repetitive goods is boring from the addressees points of view.
- The advertisement messages should be every time presented with a new and novel form and it should be avoided to constantly repeat the business advertisements of one single format.
- Trust should be created in the addressees in fact confidence can be induced to the addressees via the goods and administrative services

advertisement, with a high quality and standard with a cost-effective price.

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