Assessment and Evaluation of Citizen's Views on the Impact of Commercial Television Advertising on Consumer Behavior (Case of Study: Ardebil City)

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Abstract: *The aim of the study of the Assessment and evaluation of citizen's views on the impact of commercial television advertising on consumer behaviour (Case Study: Ardebil city). This research will be done by a descriptive- Scrolling method and In terms of purpose, it is an applied type. The instrument for collecting data was A researcher-made questionnaire that includes elements of cultural factors, economic factors, social factors and individual factors and Behavioural Consumer Behaviour Inventory (2011), which includes the influence of reference groups, less risky shopping, comfort, bargaining pleasure, consumption by class, and diversity. The target population of this study the all citizens of Ardebil who live in one of the areas of the Ardebil municipality and who are the target audience for commercial TV commercials and use these advertisements. In the in 1398 and the sample size is 297 according to Morgan's table. Also the way of sampling is a simple accident. Data analysis is performed by using SPSS software. The results of this study indicate that commercial television advertising has a bearing on consumer attention and consumer behaviour. Also, cultural factors, individual factors, social factors and economic factors in television commercial broadcasting have an impact on consumer behaviour.*

Keywords: *TV commercial advertising, consumer behavior, cultural factors, individual factors, social factors and economic factors.*

Introduction

Mass media communicate in different forms and types with different social, ethnic, occupational and age groups and play different roles at the community level. Advertising is nowadays one of the most important and effective ways of communicating information (Motamednejad, 2017: 26). On the other hand, we must recognize the fact that today's new and modern media such as television on one hand, with carrying some parts of the religious rituals into the homes and privacy of one of the individuals, is realizing one of the functions of a mass media namely the preservation and transmission of cultural heritage to the generation, has made the future material and on the other hand may reduce their participation of them (Bahonar, 1999: 62). Different promotional tools are used to send commercial messages to audiences; but in this context, the widespread performance of television as the most influential and pervasive mass media, has also made this media the widespread performance of television as the most influential and pervasive mass media beside showing various programs. One of the most popular types of advertising is commercial or business advertising in which the target is to getting attention of the audience and encourage them to purchase the products. In this regard, if a proper and accurate evaluation will happen on the effects of advertising on the audience, there will be many changes in the cost of advertising, the form and manner of delivery of the message, the type of media or communication channel, the timing and conditions of delivery of the message occurs and the owners of

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the goods and services will gain a better connection with their audience. Evaluating the results of television commercial advertising, including surveys that have helped owners of goods and services to deliver the desired advertising package, and also helps to get a better integration in the structure and types of production and services, and provide a smooth pathway to attract more audience or customers to the sender of the massage. Consumers of goods and services have different views, social bases and origins, age, gender, education, religion, culture, interest and taste. Many companies and organizations today have embraced and adhere to new marketing concepts. They have realized that focusing on consumer needs is a central assumption of the marketing trend. Thus studying and discovering consumer needs and analyzing consumer behavior process and prioritizing the factors influencing this process is one of the most important tasks of marketers that as a result of it, the target market tastes which are different in terms of the parameters like age, income, taste, education level and etc. could be identified and the appropriate good or service could be supplied to that market. To meet their different and varied needs, a series of comprehensive and planned studies and investigations must be undertaken. Marketing researchers must carefully study the behavior of consumers and their reactions to each of the factors influencing the purchasing process to meet all consumer needs. For the importance of advertising, it could be said that we are all connected to and surrounded by advertising, while walking, resting, reading, watching television, listening to the radio, traveling in and out of the city, and so on. The shapes and letters of propaganda are in front of our eyes or the sound of it is heard. Therefore, the theoretical and practical importance of this research, given the increasing population expansion and subsequent expansion of commercial goods to meet the needs of this broad population, is that we want to identify the key expectations and variables that should be answered through commercial advertising to the target audience. Because in every buying process, there is a decision-making process, the process in which the buyer decides what kind of product or service to buy.

The first step in this process is addressing the needs of the audience, and since the habit of using messengers is generally directed through the media, especially television, the media is seeking to encourage the consumer by stimulating a sense of need. The respondent also collects information about his need to meet his needs so that he can determine the criteria for purchasing and supplying his demand, it is here that the role of the creators of advertising and advertising media, especially television is identified as one of the most pervasive means of mass communication. And if the advertising media could not be able to play its role between the producer and the consumer as well as possible, it will fail. Therefore, the results of this research will help both manufacturers and consumers very much to be successful in supplying and purchasing the desired product. So, in this study, as the city of Ardabil is becoming to a metropolis and its growing population will need more commercial goods day by day, the importance of commercializing television advertising and establishing a relationship with the manufacturer, the seller and the consumer are in dire need of buying a commercial product. As the result, the citizens of Ardabil can benefit from the results of this research. The variables of this study are television commercial advertising and consumer behavior, which respectively combine these variables with cultural factors, social factors and individual factors, for advertising and influencer reference groups with low-risk shopping, relaxation, the pleasure of bargaining, consumption by social class and variety for consumer behavior, measure consumer behavior through them. Commercial television advertising is an important factor affecting consumer behavior. The time domain of this study was six months from spring 2019 to summer 2019 and the time zone of this study was region 1 to region 5 in Ardabil. The purpose of this study is to assess and evaluate the viewpoints of citizens on the impact of television commercial advertising on consumer behavior in Ardabil. In a review of studies by Hassan (2015), a study concluded that rural residents were more likely to be affected by television than urban residents. It also came to the conclusion that urban residents would not buy a good until they needed it. Fumisak et al. (2012) obtained results from a study that indicated that mobile marketing (SMS) had a very specific impact on brand awareness and perceived quality, and all types of messages examined to generate brand awareness are effective businesses branding. Personal and public messages also influence perceived quality. Based on the research by Jasmina and Webster (2011), they investigated the influence of television in promoting well-known brands on consumer behavior. The results show that well-known brands have a greater impact on consumers by promoting these well-known brands to affirm the quality of these brands. Abolhassani and Zamanpour achieved results in a study on the impact

of strategic HRM on intra-organizational factors (job stress, organizational citizenship behavior, and organizational culture) in 2016, it has come to some conclusions that the perceived dimensions of barriers to goal attainment and previous negative experiences influence the avoidance of advertising. According to the results, According to the results, some demographic factors influence the avoidance of television advertising and its variants, while others do not show a significant effect. Ahad Motlaghi and Ebadi (2014) concluded in a study that there is a significant relationship between television advertising and student shopping behavior and that there is a significant relationship between television advertising and student shopping behavior based on family income. The results of robust research (2011) showed that there is a moderate relationship between repetition of advertising and consumerism. Another finding of this study is that there is a moderate relationship between companies' competitiveness in providing goods through television and consumerism. In view of the above, the following assumptions are to be explored:

- Television commercial advertising has an impact on attracting audiences and consumer behavior.
- Cultural factors influence consumer behavior in television commercial advertising.
- Individual factors in consumer television commercials influence consumer behavior.
- Social factors influence consumer behavior in television commercial advertising.
- Economic factors influence consumer behavior in television commercial advertising.

Research Principles
Advertising
Advertising is about presenting and promoting ideas, goods and services and informing others including a collection of text, speech, and visual messages. And it is transmitted for attainable ends (Youssef et al. 1398:12), Harold Lasswell, the sociologist of communications, defines advertising as: advertising in the broad sense is the technique of influencing human action, by manipulating imagination or disclosure (Osqui & Ajlie, 1398: 32). Leonard Dobb, an analyst with the Institute for Advertising Analysis, puts it this way: Advertising is a systematic act that an individual or some individuals do to monitor the mental states of groups of individuals and by inculcation, then they could even monitor their actions.
Each ad is evaluated in three ways:

1) Media: The media that broadcasts the message (newspapers, television, etc.)
2) Subjective: The subjective area that advertising is concerned with (religion, politics and commerce)
3) Processing: A process that influences (a cognitive and emotional process that is activated in different ways depending on the level of conflict with the subject or media) (Abolhassani & Zamanpoor, 2016: 41)

The definition given by the International Marketing Association is as follows: Advertising is an impersonal introduction of paid ideas, goods and services by a responsible person. Advertising is constantly evolving as each definition becomes obsolete after a while, and advertising promotes newer elements. Verbal advertising simply is nothing more than a conversation about services. Key factors affecting word-of-mouth advertising are:

1) Personal factors: credible source, credibility, opinion leadership, experience, prior understanding of the institution, 2) Interpersonal Factors: Power Requirements 3) Message Characteristics: Message clarity, message delivery power, nonverbal communication, 4) Situational Characteristics: Low Product Risk / Position, Low Service Complexity / Multiple Separate Resources, The recipient lacks information and ... (Eidi, 2019: 18)
Some propaganda models include:
- Amber model
- AIDA model
- ACCD model
- Robert W. Bely hierarchy model

- ▪ Acceptance of the invention model
- ▪ Invention model
- ▪ The effectiveness of hierarchical persuasion model (Sheikh Azami & Hemmati, 1396: 23)

Consumer Behavior

Consumer behavior includes behaviors that the consumer do before, during and after buying the product. In fact, consumer behavior is defined as the behavior that he/she shows when searching for, purchasing, using, evaluating and disposing of products, services, and ideas that meet their needs (Maleki, 2011: 83). It includes activities that can be physical, emotional and mental. These activities are interpreted as consumer behavior when selecting, purchasing, using and disposing of goods and services to satisfy their needs and desires. In other words, consumer behavior is a set of activities that are directly aimed at acquiring, consuming and disposing of goods and services. These activities include the decision making process before and after these actions (Iman Khan, 2008: 3). The various psychological and social processes that exist before and after activities related to purchasing and consumption are called consumer behavior. Beyond any purchase order, there is an important decision-making process that needs to be considered. The processes that a buyer goes through to decide what kind of products and services to buy is called the purchase decision process. (Samadi, 2010: 31). Using a well-known brand to introduce a new product can extend the consumer feeling from previous products to new products. Extending a brand name to new goods and services is a quick way to move brand features into the minds of consumers. More than 80 percent of companies are willing to market their new products because of the low cost and the high probability of successful commercialization of the brand name strategy. To study the results of commercialization, we must have a good understanding of consumer behavior which is a very important factor in this regard (Rahdar et al., 2019: 5). According to this, a conceptual model of research is formed as shown in Figure (1).

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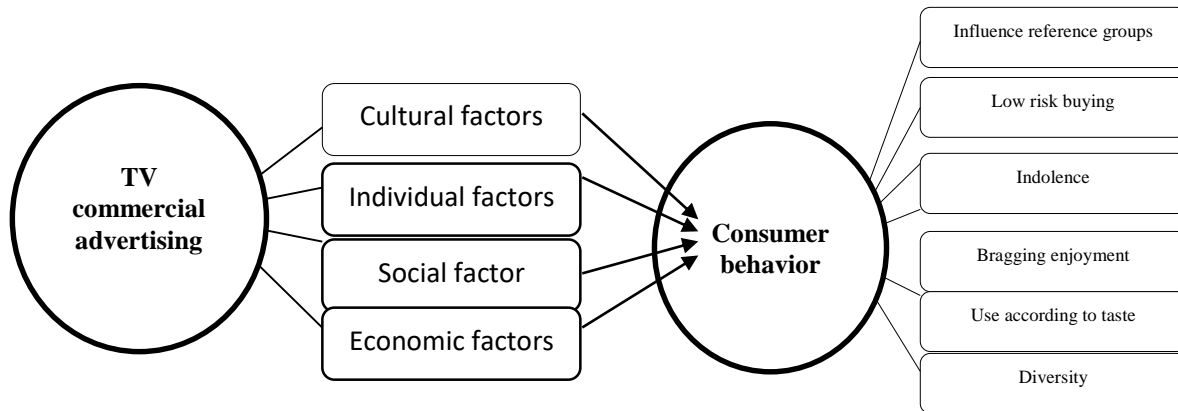

Figure (1): Conceptual model of research

Research Methodology

This research is based on the nature and purpose of the research and is a descriptive-survey method. In this research, theoretical (library) method is mainly used to study the theoretical foundations of the research and to examine the background of the research and also to study the studies and viewpoints related to the subject of research. The statistical population of this study included all citizens of Ardabil who live in districts 1 to 5 of Ardabil municipality and are targeting television commercials and benefiting from these ads which were 13000 persons. Statistical sample size was estimated to be 297 according to Morgan table and simple random sampling method which was used. The method of the study was survey; and data collection tool was a researcher-made questionnaire and Badayi Consumer Behavior Questionnaire (2011). Questionnaires collected consisted of 13 questions for measuring variables of television commercial advertising including cultural, economic, social and individual factors and 17 questions for consumer behavior including reference groups influence, risk-less shopping, good feelings is the pleasure of bargaining, consumption by level and variety. Validity of the

questionnaire was confirmed by content validity m and Cornbrash's alpha method was used to estimate the reliability of the questionnaire. Accordingly, the alpha value for the components of TV commercial advertising equals 0.79%, and for the components of consumer behavior, it is 0.76% which can be said:

First: the questionnaire questions are correlated with each other and

Second: the questionnaire has a high reliability. To test the research hypotheses in order to confirm or disprove the hypotheses, the Kolmogorov-Smirnov test was performed first and then based on the normality or non-normality of the data and also the whole process of testing and analyzing the hypotheses were done by using SPSS 18 software package.

Results
Sample demographic description
Demographic description of the sample according to the results of the study show that 52.9% of the respondents are male and 47.1% are female. The results show that the majority of respondents are female. 28.6% of respondents have less than 5 years of work experience, 25.9% have between 5 and 10 years, 24.9% have between 11-15 years, and 20.5% are 15 years or more. The results show that the majority of respondents have less than 5 years' work experience. Also, 22.2% of respondents are under 25 years old, 19.9% are between 26-30 years old and 17.8% are between 31 and 40 years old and 19.2% are 40-50 years old and 20.9% are 51 years old or older. The results show that the majority of respondents are less than 25 years old. 18.5% of the respondents have a diploma and less, 20.5% have a post-diploma, 30.0% have a bachelor's degree, 21.2% have a master's degree and 9.8% have a doctorate degree. The results show that the majority of respondents have a bachelor's degree which increases the reliability of the answers so it is possible to rely on the accuracy of the results obtained from the data.

Investigating the normality of the distribution of variables
Kolmogorov-Smirnov statistical test was used to check the normality or the non-normality of the distribution of observations. The results are as described in Table (1).

Table (1): Kolmogorov-Smirnov test results

Variable	Quantity of Kolmogorov Smirnov statistics	P value	result
Cultural Factors	0.080	0.000	abnormal
Individual Factors	0.080	0.000	abnormal
Social Factors	0.082	0.000	abnormal
Economic Factors	0.106	0.000	abnormal
Commercial Advertising Television	0.078	0.000	abnormal
Consumer behavior	0.046	0.2	normal

Since sig (significant index) is more than 5% in all cases, then the normality of the data is also confirmed.

Table (2): Pearson coefficient statistics table

Hypothesis	Variable	Kendall correlation coefficient value Tb	P-value	result
main	TV Commercial Advertising and Consumer Behavior	0.6	0.000	Relationship with high intensity and direct direction
first	Cultural Factors and Consumer Behavior	0.54	0.000	Relationship with relatively high intensity and direct direction
second	Individual Factors and Consumer Behavior	0.54	0.000	Relationship with relatively high intensity and direct direction
third	Social Factors and Consumer Behavior	0.59	0.000	Relationship with relatively high intensity and direct direction
forth	Economic Factors and Consumer Behavior	0.56	0.000	Relationship with relatively high intensity and direct direction

Table (3): table of the first output (model summary)

Hypothesis	Variable	The value of the correlation coefficient R	The value of the coefficient of determination R2
main	TV Commercial Advertising and Consumer Behavior	0.81	0.65
first	Cultural Factors and Consumer Behavior	0.75	0.57
second	Individual Factors and Consumer Behavior	0.76	0.58
third	Social Factors and Consumer Behavior	0.79	0.63
forth	Economic Factors and Consumer Behavior	0.76	0.58

Table (4): Values of variables and their significance

hypothesis	Regression model	Value of coefficients in regression	t Test statistic	P value
main	Variable constant value of TV Commercial Advertising	0.52 0.83	4.7 23.57	0.000 0.000
first	Variable constant value of Cultural Factors	0.72 0.75	5.96 19.56	0.000 0.000
second	Variable constant value of Individual Factors	0.76 0.74	6.25 20.01	0.000 0.000
third	Variable constant value of Social Factors	0.7 0.78	6.44 22.2	0.000 0.000
forth	Variable constant value of Economic Factors	0.89 0.73	8.13 20.21	0.000 0.000

Discussion and conclusion

Considering the first hypothesis: TV commercial advertising has an impact on attracting audiences and consumer behavior. The Kendall correlation coefficient value is 0.6 so the relationship between the above variables is significant at 0.95 of confidence level. Therefore, there is a significant relationship between commercial television advertising and consumer behavior. Also, the correlation coefficient between the two variables indicates that the intensity of the relationship between the two variables is relatively high and its direction is direct and positive. In other words, consumer behavior is 60% directly related to commercial television advertising. The correlation coefficient of the regression model is 0.81 and the coefficient of determination of the regression model is 0.65 and the large values of the correlation coefficient show a strong correlation. In other words, the coefficient of determination determines how much of the dependent variable namely consumer behavior can be explained by the independent variable, namely television commercial advertising. The constant value is 0.52, indicating that there is a regression in the model and also the variable coefficient of television commercial advertising in the regression is 0.83 indicating that this variable has a positive and significant effect on the dependent variable prediction. Therefore, it is concluded that the underlying assumptions of the regression are established and the results of the regression are valid and reliable. These results are in agreement with the results of Zanjani and Rasouli (2013), Jasmina and Webster (2011) and Hassan (2015).

Investigating the first sub-hypothesis: Cultural factors in television commercial advertising influence consumer behavior. The Kendall correlation coefficient value was significant 0.54 so the relationship between the above variables was significant at the confidence level of 0.95. Therefore, there is a significant relationship between cultural factors and consumer behavior. Also, the correlation coefficient between the two variables indicates that the intensity of the relationship between the two variables is relatively high and its direction is direct and positive. In other words, 54% of consumer behavior is directly related to cultural factors. The correlation coefficient of the regression model is 0.75 and the coefficient of determination of the regression model is 0.57 and the large values of the correlation coefficient show a strong correlation. In other words, the coefficient of determination determines how much of the dependent variable i.e. consumer behavior, can be explained by the independent variable ie

cultural factors. The constant value is 0.72 and indicates that there is a regression in the model and also, the coefficient of variation of cultural factors in the regression is 0.75 and this variable has a significant positive effect on the prediction of the dependent variable. Therefore, it is concluded that the underlying assumptions of the regression are established and the results of the regression are valid and reliable. These results are in agreement with the results of the study by Seyd Diakoyi (2014) and Rasooli, Kiani Manesh (2010).

Investigating the second sub-hypothesis: Individual factors in television commercial advertising influence consumer behavior. The Kendall correlation coefficient value is 0.54 so the relationship between the above variables is significant at the confidence level of 0.95. Therefore, there is a significant relationship between individual factors and consumer behavior. Also, the correlation coefficient between the two variables indicates that the intensity of the relationship between the two variables is relatively high and its direction is direct and positive. In other words, 54% of consumer behavior is directly related to individual factors. The correlation coefficient of the regression model is 0.76 and the coefficient of determination of the regression model is 0.58 and the large values of the correlation coefficient show a strong correlation. In other words, the coefficient of determination determines how much of the dependent variable ie consumer behavior, can be explained by the independent variable ie individual factors. The constant value is 0.52, indicating that there is a regression in the model and also the coefficient of variation of the individual factors in the regression is 0.83 indicating that this variable has a significant positive effect on the prediction of the dependent variable. Therefore, it is concluded that the underlying assumptions of the regression are established and the results of the regression are valid and reliable. These results are in agreement with the results of Nirumand (2011) and, Vinood (2009) and Tabatabai Nasab and Mohammadnabi (2015) research.

Investigating the third sub-hypothesis: Social factors in television commercial advertising influence consumer behavior. The Kendall correlation coefficient was significant 0.59 tb, so the relationship between these variables was significant at the confidence level of 0.95. Therefore, there is a significant relationship between social factors and consumer behavior. Also, the correlation coefficient between the two variables indicates that the intensity of the relationship between the two variables is relatively high and its direction is direct and positive. In other words, 59% of consumer behavior is directly related to social factors. The correlation coefficient of the regression model is 0.79 and the coefficient of determination of the regression model is 0.63 and the large values of the correlation coefficient show a strong correlation. In other words, the coefficient of determination determines how much of the dependent variable namely consumer behavior, can be explained by the independent variable ie social factors. The constant value is 0.7 and indicates that there is a regression in the model and also the coefficient of variation of social factors in the regression is 0.78 and indicates that this variable has a positive and significant effect on the prediction of the dependent variable. It is then concluded that the underlying assumptions of the regression are established and the results of the regression are valid and reliable. These results are in agreement with the results of Karimpour Azar (2012) and Sonkowar (2013).

Investigating the fourth sub-hypothesis: Economic factors in television commercial advertising influence consumer behavior. The Kendall's correlation coefficient was significant 0.56 tb, so the relationship between the above variables was significant at the confidence level of 0.95. Therefore, there is a significant relationship between economic factors and consumer behavior. Also, the correlation coefficient between the two variables indicates that the intensity of the relationship between the two variables is relatively high and its direction is direct and positive. 56% of consumer behavior is directly related to economic factors. In other words, the correlation coefficient of the regression model is 0.76 and the coefficient of determination of the regression model is 0.58 and the large values of the correlation coefficient show a strong correlation. Or we can say, the coefficient of determination determines how much of the dependent variable i.e. consumer behavior, can be explained by the independent variable namely economic factors. The constant value is 0.89 indicating that there is a regression in the model and also the coefficient of variation of the economic factors in the regression is 0.73 indicating that this variable has a positive and significant effect on the prediction of the dependent variable. So, it is concluded that the underlying assumptions of the regression are established and the results of the

regression are valid and reliable. These results are in agreement with the results of Nazeri et al. (2016) and Fumisak et al. (2012).

Suggestions based on Results

Based on the results of the research the following suggestions are presented:

- Television, especially the Ardebil Provincial Network, should advertise all kinds of brands at different prices to match the budget of all consumers.
- Television, especially the Ardebil Provincial Network, should incorporates various brands and Marks in its advertising to give consumers more choices.
- In the commercials broadcast, the television, especially the provincial network of Ardebil, should make a big splash about domestic goods.
- In broadcast commercials, television should have clear, tangible explanations so that any consumer of any level of literacy can make the right decision and behavior.
- Television commercials, especially in the Ardabil Provincial Network, should broadcast a variety of products to suit different age requirements.
- Television commercials, especially the Ardabil Provincial Network, should broadcast a variety of products that match the gender of viewers to influence the choice of product.
- The commercial product broadcast on TV, especially the provincial network of Ardebil, should be compatible with the level of social welfare of the Ardabil families.
- Distribution logistics network advertised by television, should be able to deliver different goods in different areas of Ardebil city.

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