

Investigate the Effectiveness Television Advertising on Attract Customers Based on Model AIDA (Case Study: Karafarin Bank)

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Abstract:

Today, the influence of advertising is undeniable in survival and growth of organizations in today's turbulent and competitive environment. In between types of tools and advertising media TV is the media that can cover many people in the value creation through waves of different networks. So this advertising media has a strong influence in creating new ideas between family members. The present study examines the effectiveness of TV advertising to attract customers on the basis of the AIDA model (Case Study: Karafarin Bank) this study is a descriptive-survey. Statistical universe involved 150 clients of karfarin bank that were selected based on simple random sampling method as the sample size. The research instrument was researcher-made questionnaire. The reliability was calculated through Alpha-Cronbach coefficient ($=0.887$). To determine the validity of instruments face validity and content-related validity were used. To analyze data, first normal distribution of data was evaluated by using the Kolmogorov-Smirnov test and then significance of hypotheses was evaluated using T test. The results showed that television advertising for Karafarin bank is effective in attracting customers. Also, television advertising for Karafarin bank has a positive effect on customer's awareness, customer's interest in use of services, feel free to use the bank's customer services and customer attempted to use the services of the bank.

Key words: television advertising, to attract customers, the AIDA model, Karafarin Bank of Mazandaran province

Introduction

In today's competitive world, marketing is essential for any kind of informed and targeted market and its role in the beginning, do all the work including the production and delivery of quality services to the community, is clearly visible; In the current era the concepts of communication, competition and customer orientation are linked by Advertising as an element of the marketing mix plays a pivotal role in the preservation and conservation organizations to introduce products and services plays. (Hosseini et al, 2010, 125) Advertise literally means delivering a message from one person to another is And, technically, is any form of non-personal communication about an organization, product, service or idea, to a specific employer, to cross from one mass media in order to reach as wide an audience as the sum of money is paid. (Carlson, 2007, 7) By examining the effects of advertising and its relationship with

organizational objectives, Can make changes to the advertising budget, the form and content of messages and the type of media and communication channels, and even take the time and conditions for advertisers run ads more useful and efficient than previously done. (Hosseini et al, 2009, 125) Several studies indicate that compared to government organizations less attention to advertising services that serve the unique character comes from its being intangible. (Harrington et al, 2000, 102) To assess the effectiveness of advertising, design models and different patterns that include Lavydj model, and Steiner, Dagmar, Aida and more. (Hosseini et al, 2013, 125)

In this study, the researcher intends to create in the minds of the population by saderat bank Advertise with Aida model, The test.

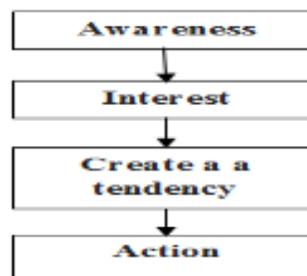


Figure 1. Model Aida; Source: (Hossain et al, 2009, 126)

Aida model year (1925) as a behavioral model described by Strong and Its purpose was to ensure that a campaign would

raise awareness, stimulate interest and willingness of customers to purchase and eventually lead to action or actions. (Hakly, 2005, 36)

Based on this model for the advertising leads to success, must be designed so that the above four steps (each of the four

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steps of equal importance) the distribution. This model is a subjective concept and it is. This model has the mental concept that advertising must be credible and memorable messages in the minds of the audience will inject to push the client to work on a track. (Brayrly, 2002, 73)

Literature Research

Customer: the person who needs it defines it; consumer goods and services produced and is willing to pay for those costs. (Mohammadi 2006).

Advertising: Any provision and supply of ideas, goods, or services that an ad unit, the person or institution that does not require a fee. (Cutler, 2005, p 681).

Television Advertising: Television Advertising is the fragmentation of television broadcasting organization pay for the program, which includes commercial messages aired. (Asadollahi, 2014).

Attention: first duties of the advertising message are drawing attention. If it fails to do his duty well Anjamdhd advertising message, no matter how people see it or hear it without scoring (Mohammedan, 2011, p 80).

Interest: interest in people, compared with more attention to their looks and the message it sent to the experiences and attitudes of target customers, may be appropriate.

Stimulation of desire: one of the hardest tasks of advertising messages, stimulate people to have or use of the goods in question. Advertiser must communicate with the client. To be able to do this right, you have to know how to target customers think. The advertising message must be able to convince the customer that the item you want is introduced and it can satisfy customer needs.

To stimulate customers to the product, there are a variety of stimuli depending on the product and customers are required to identify and Mvrdbnamh be considered stimuli (Mehran et al, 2010).

Pushing the Shopping pushing shopping last task is not an easy task, however. According to research conducted in the field of communications, It is now clear that one of the main tasks of the organization's marketing department is pushing customers towards the product and the organization (Goudarzi and Esmaeili, 2011).

Literature

Rabie et al (2011), a study entitled "Evaluation of advertising effectiveness and to identify the most important factor in increasing the effectiveness of Parsian Bank in Tehran," he offered. This study attempts to attract customers in the city of Tehran Parsian advertising effectiveness based on how the model Aida, evaluation and most important factors influencing the increase should be given.

The findings of this study, descriptive study based on a questionnaire survey and obtained, Suggests that in addition to being successful television advertising and newspaper Bank of Aida model, the effectiveness has enjoyed.

Ioannou et al (2014) in a study entitled The Role of advertising on consumer behavior, cooperative banks to achieve these results: The study, Effect of advertising on consumer finance banks in Cyprus are investigating the Advertise role in reducing financial crisis revealed that banks and Conclude that during the financial crisis, banks have used the ads.

Materials and Methods

This research is descriptive and applied research is one of the aims. The population of this research is to enable customers of the karafrin bank branches are mazandaran province. To determine the sample cluster random sampling method is used. The sample included 150 bank customers. To obtain background information on the topic of library research (internet, books, articles, theses and reports) are used. In the field of questionnaire was used to collect data.

Analysis of data

The first sub-hypothesis

Television advertising of karafrin Bank has a significant impact on knowledge of the customer. The mean value obtained for Variable awareness of 3.16, and standard deviation equal to 0.873, t-statistic is equal to 2.242, and the probability is equal to 0.0026 and therefore null hypothesis is rejected, which means that television advertising karafarin Bank has a significant impact on knowledge of the customer.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The first sub-hypothesis	150	3.1600	.87388	.07135

One-Sample Test

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The first sub-hypothesis	2.242	149	.026	.16000	.0190	.3010

The second sub-hypothesis:

Television advertising of karafarin bank on creating customer interest in the use of services has a significant impact. The mean value obtained for Variable awareness of 3.56, and

standard deviation equal to 0.617, the t-statistic is equal to 11.268, and the probability is equal to 0 and therefore null hypothesis is rejected, meaning that advertising television

karafarin banks on creating customer interest in the use of services has a significant impact.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The second sub-hypothesis	150	3.5683	.61776	.05044

One-Sample Test

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The second sub-hypothesis	11.268	149	.000	.56833	.4687	.6680

The third sub-hypothesis

Television advertising of karafarin bank on the willingness of the bank's customer service has a significant impact. The mean value obtained for Variable awareness of 3.85, and standard

deviation equal to 0.684, the t-statistic is equal to 15.225, and the probability is equal to 0 and therefore null hypothesis is rejected, meaning that advertising karafarin Bank on television tend to use the bank's customer service has a significant impact.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The third sub-hypothesis	150	3.8507	.68432	.05587

One-Sample Test

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The third sub-hypothesis	15.225	149	.000	.85067	.7403	.9611

The fourth sub-hypothesis

Television advertising of karafarin bank on customer attempted to use the services of the bank has a significant impact. The mean value obtained for Variable awareness, equal to 3.32, and standard deviation equal to 0.653, a t-statistic equal

to 6.01 and the probability is equal to 0 and therefore null hypothesis is rejected, which means that television advertising of karafarin bank on customer attempted to use the services of the bank has a significant impact.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The fourth sub-hypothesis	150	3.3240	.65361	.05337

One-Sample Test

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The fourth sub-hypothesis	6.071	149	.000	.32400	.2185	.4295

The main hypothesis

Television advertising of karafarin Bank has a significant impact on attracting customers. As can be seen from Table 16.4, the mean value obtained for Variable awareness of 3.47, and standard deviation equal to 0.518, the t-statistic is equal to 11.24

and the probability is equal to 0 and the therefore reject the null hypothesis in the sense that television advertising karafarin bank on acquisition has a significant impact.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The main hypothesis	150	3.4757	.51816	.04231

One-Sample Test

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The main hypothesis	11.245	149	.000	.47575	.3921	.5594

Conclusions and Recommendations

One of the most important steps in any promotional programs, evaluation of advertising. By examining the effects of advertising and its relationship with organizational goals; Changes in the advertising budget, the form and content of messages and media types and channels of communication and implementation of ad time and created to advertise more efficiently and effectively than ever before done. Signs of advertise, varied, and therefore isolate any one of them even works publicity at a time, requiring scientific methods and techniques as appropriate. Promote a change in knowledge, attitude and behavior of the audience. Inform, encourage, remind, strengthen relationships and promote and accelerate exchanges, Among the various tasks Advertising and evaluate the effects of advertising on any of these matters necessary for organizations that advertise the survival and growth is considered a necessity. (Mohammedan, 2003). According to the findings, the following recommendations are offered:

- The use of television advertising, in which customers of the services offered at the bank, its advantages compared to other banks, Loan awards; Terms of loans to customers, Been fully clarified interest rates and provide a convenience to customers appeal for TV viewers and keep them on the TV.
- Proper use of advertising slogans that remain in the mind of customers; Since the motto of the importance and value of crucial importance, therefore, recommended that the karafarin bank will be well in advertising where it does not hurt to advertise enter the promotional slogan is appropriate.
- Since one of the main commercial banks in our country, in relation to the loan account at the awards; These advertisements may be initially attracted a great resource, but after all these sources to draw people back, Ads should be designed so that the bank tried to properly introduce their services and will introduce the audience through its various services, and financial resources to attract audiences.
- Appropriateness and consistency between advertising messages and the functions and services provided by the karafarin bank

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