

Evaluation of Advertising Effectiveness on People in Different Models of Modern and Traditional Communication Devices in City of Tabriz

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ABSTRACT

The purpose of this study is to investigate the impact of advertising effectiveness on people in different models of communication devices such as television, radio and newspaper as a traditional communication tools or the Internet as a new one. The effectiveness of advertising may be greatly improved by choosing an appropriate tool which makes better connection between user and marketer to have more impact while presenting a new product or service.

The statistic population of the research included all the Internet users in Tabriz, among whom 300 were chosen as the sample by means of random sampling approach. We also employed a researcher-made questionnaire for the data collection.

Results of this paper suggest that respondents pay more attention to advertisements in the form of traditional communication devices like television and newspaper because of their strong well known property. About 88.7 percent of respondents use the Internet with a minimum of 30 minutes per day with spending more time on using search engine and checking email than any other parts. Many people do not order products through using the Internet, it may have different reasons such as they are not familiar enough with buying goods with this new method or they are not reliable on using services which are prepared by suppliers on the Internet. With creating suitable culture and building trust on the virtual environment people believe on content of advertisement on the Internet more than any previous time and financial sources for introducing advertisement will be divided in all possible related areas adequately especially in modern models of communication devices.

Keywords: Advertising, Communication Device, Effectiveness, Internet

1. INTRODUCTION

Advertising plays an important role in each country's economic cycle and it is a way which organizations communicate with their customers. Many firms allocate a considerable part of their sources to advertising. To know in what kind of models that advertising has been introduced is more effective way it is important to know how effectively advertisement capture and maintain audience attention and engage viewers or readers [1]. There are a lot of problems in advertising process and advertising agencies and advertisers are involved with them, one of them is remaining the issue of measuring the effectiveness of the advertising [2]. Many studies in various communities in different countries suggest that TV has the most effect on audiences. TV as a traditional advertising media has three key advantages. First, it has a big influence on consumers' taste and perception. Second, it can reach a large number of audiences in a short time. Third, its sound and images make a strong impact [3]. Both of advertiser and client expect to reach their goals. Advertisers want to sale their goods in order to introduce their services more and more and clients expect proof which must lead to or actually produce sales [4]. In advertising effectiveness research a big amount of attention is devoted to the measurement of advertising effectiveness and choosing of media channels [5][6][7].

Advertising effectiveness can be divided into sales and communication effectiveness. Sales volume is used to measure sales effectiveness and the level that a message is noticed, understood and accepted and the behavior for measuring communication effectiveness [8].

This paper is organized as follows. Section 2 is devoted to the case study about evaluation of advertising effectiveness in different models of modern and traditional communication devices on people in city of Tabriz. Results of this paper indicate us traditional communication devices such as TV and newspapers are more effective than others and it is an important factor for companies when they want to choose an appropriate tool to introduce their goods and services and profit much more than any previous time. Finally in section 3 the paper is concluded

2. RELATED WORK

To examine how much advertising can be more effectiveness on the society we must consider related factors like characteristics of the individual [9][10][11][12][13][14] and different models of communication devices which adverts will be presented by them. This matter is illustrated in table 1 and table 2.

Table1: Effects of advertising on people in different models of communication devices, 2013

	Website	Email	TV	Press	Radio	Etc
very much	33	17	124	16	9	37
much	93	75	147	99	61	122
somewhat	110	110	16	134	95	98
little	47	71	9	39	73	38
very little	14	20	4	8	39	4
never	3	7	0	4	23	1
total	300	300	300	300	300	300

★Data has been collected by the author

Table2: Effects of advertising on people in different models of communication devices based on percentage, 2013

	Website	Email	TV	Press	Radio	Etc
very much	11	5.6	41.3	5.3	3	12.3
Much	31	25	49	33	20.3	40.7
Somewhat	36.7	36.7	5.3	44.7	31.7	32.7
Little	15.7	23.7	3	13	24.3	12.7
very little	4.7	6.7	1.3	2.7	13	1.3
Never	0.9	2.3	0	1.3	7.7	0.3
Total	100	100	100	100	100	100

★Data has been collected by the author

The results shown in Table 1 and Table 2 indicate that at the level of very much television with a frequency of 124 and 41.3% affects people more than any other communication devices. Also at much level television is pioneer of the other media. At the level of somewhat press with a frequency of 134 and 44.7% affects people more than any other communication devices. Generally it can be said that traditional media affects on the questionnaire respondents more than new media.

Table3: Rate of using the Internet per day based on per minute

Percentage	Frequency	Internet usage
11.3	34	less than 30
88.7	27.7	30 to 60
	18.6	61 to 90
	9	91 to 120
	10.7	121 to 150
	22.7	more than 150
100	300	total

★Data has been collected by the author

According to the table3's numbers 11.3% of respondents use the Internet less than 30 minutes, 27.7 % of them use the Internet between 30 to 60 minutes, 18.6 % of them use the Internet between 61 to 90 minutes, 9 % of them use the Internet between 91 to 120 minutes, 10.7 % of them use the Internet between 121 to 150 minutes and 22.7 % of them use the Internet more than 150 minutes. About 88.7 percent of respondents use the Internet with a minimum of 30 minutes per day

Table4: Scale of using different parts of Internet

	Email	News website	Tutorial website	Search engine	Order product
very much	46	20	24	67	6
much	76	62	115	131	14
somewhat	54	97	88	30	44
little	63	75	42	34	73
very little	30	18	12	5	57
never	31	28	18	33	106
total	300	300	300	300	300

★Data has been collected by the author

The results of the above table show that usage amount of respondents from different parts of the Internet at the level of very much at first with frequency of 67 is allocated to search engine and at second with frequency of 46 is allocated to checking email. Also at level of much usage amount of respondents at first with frequency of 131 is allocated to

search engine and at second with frequency of 115 is allocated to tutorial website. At levels of very little and never, usage amount of respondents from Internet is allocated to order product.

In general it can be said that study on the search engines and tutorial websites can provide a basis for commercial advertising and product sales and increase the rate of ordering product through using the Internet.

3. CONCLUSION AND RECOMMENDATION

Measuring the advertising effectiveness has been done from half a century ago [15]. Consumers are target of advertisers which trying to attract people's attention to a certain product, service or even a new idea. On the other hand firms spend huge amount of financial and human sources to be known and selected by consumers. In many times it is an important issue to know how advertising affect consumer behavior. This study focuses on advertisement effectiveness in different traditional and modern models of communication devices.

The result suggested that time which people spend on ordering product through using the Internet is more less than using other parts of the Internet.

Strategies must pursue in order to build websites as an appropriate place to introduce new goods and services and give necessary training and enough knowledge to people to pay attention to advertisement which they face to them. Nowadays unfortunately advertisers allocate their financial sources for advertising in traditional models of communication devices like TV and newspapers to attract more consumers, but it is better for country's economic cycle that investment for introducing advertisement be divided in all possible related areas adequately especially in modern models of communication devices.

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