

**Research Paper** Received Aug. 17, 2015    Revised Sep. 15, 2015    Accepted Sep. 25, 2015

## **A Comparative Study on the Effects of Domestic and Foreign Channels Television Advertising on Consumption of Goods and Services among Residents of Bandar Abbas**

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**Abstract** The aim of this study was to compare the effects of television advertising of domestic and foreign channels on consumption of goods and services among the residents of Bandar Abbas in 2015. The study population was 453,268 people. Although the study sample, based on the calculation of Cochran Formula, was equal to 383 subjects, 386 subjects were considered to cover the error. The sample was selected using stratified random method. Based on the desired sampling method, Bandar Abbas city was divided into three zones. The collection of the research needed information was carried out using fieldwork method. In fact, the data were collected through direct reference to the sample. The data collection tool was researcher-made questionnaire. Based on the research objectives, the questionnaire included questions about the propensity to watch the TV commercials and the desire of the people of Bandar Abbas to purchase goods and services. Results showed that watching domestic channels with a mean of 25.55 ( $p = 0.01$ ) has an effect on the Bandar Abbas peoples' willingness to purchase goods and services and watching satellite channels with a mean of 30.13 ( $p = 0.001$ ) influences Bandar Abbas peoples' desire to purchase goods and services. In addition, the amount of watching foreign TVs has significantly ( $p = 0.001$ ) led to the propensity of Bandar Abbas peoples' to purchase goods and services. However, the amount of watching domestic TVs does not cause tendency in people ( $p = 0.1$ ). Consequently, there is a difference between the domestic and foreign channels television advertising in the tendency of people to buy goods and services.

**Keywords:** Television Advertising, Domestic Channels, Foreign Channels, Consumption of Goods and Services

### **Introduction**

Today, advertisements are a part of the notification knowledge (Mohammadifar, 1998). Throughout human history, advertising played as a main driver in order to stir up humans to contribute to any act or leave it. The most fundamental concept in the wide world of advertising is human needs. A human need is the state of feeling a lack, deficiency or deprivation. Humans have many complex needs. Human desires are a form that humanitarian needs take under the influence of the culture and personality. The more people are faced with things that can arouse their interests and demands, the more the producers try to supply products and services and the possibility of meeting their demands (Foruzfar, 2009).

Today that the psychological and social aspects of the phenomenon of commercial and economic advertisements are amalgamated with technological elements, the current man is confronted with advertising messages at any time and any place. Round-the-clock, people face with remarkably widespread prominent presence of advertising messages that encourage and persuade them to buy and consume goods or services. Promotional commercials are everywhere, on billboards, radio, television, buses, subways, trains, magazines, posters, shoes, hats and pens and ... and the list can still continue. If we claim that in today's global culture, advertising has become a

pervasive textuality, the truth expression is still neglected. It is estimated that on the average an American the average is exposed to commercials more than 3,000 per day and he/she watches television commercials during the life as much as three years (Dansy, Translated by Mirani, 2008).

Advertising has become a dominant discourse and it completely replaced the more traditional forms of discourse, sermons, political speeches, proverbs, wise sayings and so on that had eloquence power and moral authority in the last century. Advertisements admire and inspire Epicurean values (pleasure-seeking). Commercials consider people as permanent units that can be classified into biased groups, life style or market segments and can be managed and manipulated on the basis of statistical rules (ibid: 295).

Nowadays and in the present world, advertising has been closely linked to the media, so that some media have defined their main and applied objective as spreading propaganda. Therefore, they engage in producing and broadcasting advertising programs at different hours of the day and night, aiming at affecting the audiences and consumers. In the meanwhile, since the inception and crystallization of media, television has been one of the media that move in the direction of expanding advertising aspects and scales. Now, the broadcasting of promotional and commercial messages by this popular media is commonplace. Due to the unique characteristic that TV has in sending picture messaging to the farthest corners, it is considered as one of the most popular mass media. This complex and efficient medium, in addition to televising artistic programs (movies and TV shows, etc.) is also responsible for the advertising of business, economic and cultural institutes (Hosseini et al., 2010).

TV uses the element of image in the ads, which is more effective than sound and text. Hence, in the advertising area, television has the upper hand over the other media and means of propaganda. TV is the medium that has word (text), images and music at its disposal as the simultaneous communication tools and applies effective capacities to make the advertisement influential; the capacities such as good expression, favorable and emotional inducing, sense lasting and rejection of the messages. This medium can govern the thoughts, feelings, behavior and attitude of the people very well and play a widespread role in motivating them. Among the benefits of advertising the commercial and business ads through television we can name: the possibility of using three affecting factors of sound, image and movement, having a great attraction for the audience, high spatial coverage and access (ibid: 191).

In television, technical codes and how to choose and arrange them are very important. Front size, angle of camera, type of lens, composition, light, color codes and lighting ciphers and even raw film are of these technical codes, which can be applied by the maker of the message in order to instill the desired concept. Today's life atmosphere, especially in urban living and top speed of daily developments and accelerated process of incidents, has caused many people to loan from the media for making decision on the current affairs of their life. As many companies, organizations, productive institutions and department stores conceive the influential power of media on the audience (in their opinion customers), they benefit from the television opportunities to encourage TV viewers to purchase and consume goods and service.

TV commercials are produced and broadcasted with individual and social psychological approaches. Therefore, the element of persuasion, which means trying to change the addressee's beliefs, attitudes, or behavior is very strong. Persuasion (convincing) takes place by the visual expression, something like phrasing with images (Hakim-Ara, 2009). Although today a variety of

media and media tools are available to advertisers, TV, for several reasons, is still considered as the most advanced and the most dominant media, which has a strong situation in advertising strategies. Daily orientation of companies, service companies, shops and factories, etc. to TV commercials shows that television, among other media enjoys greater popularity and position and it is considered as the most influential cultural phenomenon of the time (Smith, translated by Owahdi, 2002).

Due to hundreds of domestic and foreign television channels and networks, which broadcast the programs in Persian, television audiences are exposed to all kinds of advertisements and commercials, round-the-clock. The fact that which of them is affective on the morale and procedures of the audiences, and leads to change the attitudes and behavior of them in buying and using various goods and services is the matter that can be investigated, because there are structural, cultural and values differences between the production and delivery of ads on these channels. Therefore, it should be investigated that the citizens who are exposed to these ads, how much and with what quality are affected by them. Are the citizens, in their daily activities, when purchasing certain goods and services, affected by domestic TV ads? Or Persian-language satellite channels could grab customer management from domestic channels and direct it towards the direction that the advertisements owners intend?

## **METHODOLOGY**

The present study was carried out in the form of a descriptive design and using causal-comparative and cross-sectional methods. The statistical population of this study included residents of Bandar Abbas. Using survey their views and opinions on the television advertising of domestic and foreign channels were collected and analyzed. In this study, as we intend to investigate the effect of one variable (television advertising of domestic and foreign channels) on goods purchasing and services consuming, we have chosen survey method, because for this purpose the use of statistics can help us a lot.

The statistical population of this research was residents of Bandar Abbas who were living in the city in the academic year 2015. The total number of population, according to figures derived from the relevant authorities, was 453,268 subjects. In the present study, in order to select the sample using stratified random method, Bandar Abbas city was divided into three zones:

1. Coastline (whose residents are mostly indigenous, including Nakhil Nakhoda, Khajeh Ata, Posht Shahr and Sooroo neighborhoods).
2. Central zones (whose residents are mostly an equal proportions of immigrants from far and near, and have affluent living standards or above average. It includes the neighborhoods of Golshahr, Resalat, Azadegan and Elahie).
3. Marginal zones (whose residents are mostly the immigrants from near and far and they are in the middle and lower standard of living. it includes the neighborhoods of Dohezar, Abshoorak and Chahchakur).

According to the statistical population that was estimated 453,268 people, based on the calculation of Cochran Formula, the sample size was equal to 383 subjects, 386 subjects were considered to cover the error.

In this study, to measure variables related to the effect of advertising on consumption of goods and services in the respondents, the questionnaire tool has been used. Questionnaire of the respondents

was completed by the questioner referring to the respondent and the required information was obtained through interviews. Table 1 shows the reliability of scales on the research main variables:

**Table 1.** Reliability Coefficients of Used Scales

Row	Range	Items No.	Alpha Coefficient
1	Tendency to Watch Television Commercials	6	0.82
2	Bandar Abbas People Tendency to Buy Goods and Services	20	0.79

In describing the data, techniques of descriptive statistics, especially frequency distribution tables and central tendency were applied. In analyzing the data, by using cross tables and tests of inferential statistics, the effect of domestic and satellite TV commercials on consumption of goods and services was calculated. In order to check the tendency to domestic and satellite channels TV commercials (Persian language) one group t-test was used. For comparison of the effects of using domestic and satellite TVs on the tendency of people to buy goods and services one-way variance analysis (ANOVA) was used. In order to compare the willingness to purchase goods and services advertised in domestic channels with that of satellite channels Paired-Samples T Test was used.

## RESULTS

The following table presents the mean and standard deviation of Bandar Abbas people tendency to watch television commercials.

**Table 2.** Mean and Standard Deviation of Bandar Abbas People Tendency to Watch Television Commercials in the Research Sample

Advertisements	Number	Minimum Value	Maximum Value	Mean	Standard Deviation
<b>Domestic</b>	386	3	12	6.19	2.556
<b>Foreign</b>	386	3	14	7.86	2.208

Results according to Table 2 on the Bandar Abbas people tendency to watch TV ads in the sample showed that the mean of Bandar Abbas people tendency to watch domestic television advertising is equal to 5.5 (2.153 standard deviation) and the mean of Bandar Abbas people tendency to watch foreign television advertising (satellite) is equal to 7.93 (2.216 standard deviation). In the table below the mean and standard deviation of the desire to buy goods and use services through television advertising are presented.

**Table 2.** Mean and Standard Deviation of Consumer Willingness to Purchase Goods and Use Services via Television Advertising in the Sample

Television	Number	Minimum Value	Maximum Value	Mean	Standard Deviation
<b>Domestic</b>	386	11	40	25.55	4.515
<b>Foreign</b>	386	18	41	30.13	4.059

According to Table 2, statistical results about the willingness of consumers to purchase goods and use services via television advertising showed that the tendency mean through domestic television is equal to 25.55 (4.515 standard deviation) and tendency mean through foreign television is equal to 30.13 (4.059 standard deviation).

In order to investigate the effect of watching domestic television advertising (internal channels) on the willingness of Bandar Abbas people to consume goods and services one sample t-test was used.

**Table 3.** Results of One Sample T-Test of the Effect of Watching Domestic Television Commercials on Tendency towards Using Goods and Services

Variable	Number	Mean	t	p	Mean Difference
<b>Domestic Television Commercials</b>	386	25.55	2.401	0.01	0.551

According to Table 3, one sample t-test results regard to the effect of watching domestic television advertising on the willingness of Bandar Abbas people to consume goods and services showed that due to the amount of  $t = 2.401$  and  $p = 0.01$ , watching domestic television advertising (internal channels) is effective on the willingness of Bandar Abbas people to consume goods and services.

In order to investigate the effect of watching satellite television advertising on the willingness of Bandar Abbas people to consume goods and services one sample t-test was used. The results are shown in Table 4.

**Table 4.** Results of One Sample T-Test of the Effect of Watching Satellite Television Commercials on Tendency towards Using Goods and Services

Variable	Number	Mean	t	p	Mean Difference
<b>Satellite Television Advertisements</b>	386	30.13	24.865	0.001	5.137

According to Table 4, one sample t-test results regard to the effect of watching satellite television advertising on the willingness of Bandar Abbas people to consume goods and services showed that due to the amount of  $t = 24.865$  and  $p = 0.001$ , watching satellite television advertising is effective on the willingness of Bandar Abbas people to consume goods and services.

In order to investigate the effect of watching satellite TV commercials on the tendency of Bandar Abbas people to consume foreign goods and services, the satellite television advertisements were divided into five categories (very low, low, medium, high and very high). Then the difference was evaluated through ANOVA test.

**Table 5.** Results of One-Way Analysis of Variance to Assess the Impact of Watching Satellite TV Commercials on the Tendency of Bandar Abbas people to Buy Goods and Use Foreign Services

Watching	Number	Mean	F	p
<b>Low</b>	13	3.61	20.861	0.001
<b>Average</b>	161	7.81		
<b>High</b>	210	8.19		
<b>Very High</b>	2	6		

The results of one-way ANOVA test on the effect of watching satellite television advertising on the willingness of Bandar Abbas people to consume goods and services showed that those people who watch satellite TV commercials low, their mean of tendency towards consuming foreign goods and services is equal to 3.61. Those people who watch satellite TV commercials average,

their mean of tendency towards consuming foreign goods and services is equal to 7.81. Those people who watch satellite TV commercials high, their mean of tendency towards consuming foreign goods and services is equal to 8.19 and those people who watch satellite TV commercials very high, their mean of tendency towards consuming foreign goods and services is equal to 6. This situation with regard to the amount of  $F = 20.861$  and the amount of  $p = 0.001$ , revealed that watching satellite TV commercials significantly impacts on people's willingness to consume foreign goods and services.

**Table 6.** Results of One-Way Analysis of Variance to Assess the Impact of Watching Domestic TV Commercials on the Tendency of Bandar Abbas People to Buy Goods and Use Foreign Services

Watching	Number	Mean	F	p
<b>Low</b>	51	6.94	2.257	0.1
<b>Average</b>	299	6.6		
<b>High</b>	36	7.41		

The results of one-way ANOVA test on the effect of watching domestic television advertising on the willingness of Bandar Abbas people to consume goods and services showed that those people who watch domestic TV commercials low, their mean of tendency towards consuming domestic goods and services is equal to 6.94. Those people who watch domestic TV commercials average, their mean of tendency towards consuming domestic goods and services is equal to 6.6. Those people who watch domestic TV commercials high, their mean of tendency towards consuming domestic goods and services is equal to 6.94. This situation with regard to the amount of  $F = 2.257$  and the amount of  $p = 0.1$ , revealed that watching domestic TV commercials does not significantly impact on people's willingness to consume domestic goods and services.

Paired-Samples T Test was used to evaluate comparatively purchasing goods and consuming services advertised in the domestic and satellite channels. The results are presented in the following table.

**Table 7.** Results of Paired-Samples T Test of Comparing the Consumption of Goods and Services Advertised in Domestic and Satellite Channels

Channel	Number	Mean	Groups Mean	t	p
<b>Domestic</b>	386	25.55	4.585	20.07	0.0001
<b>Satellite</b>	386	30.13			

The results of the comparison between shopping goods and consuming services advertised in domestic and satellite channels in Table 7 showed that due to the amount of  $t = 20.07$  and the amount of  $p = 0.0001$ , among Bandar Abbas people there are significant differences between the purchase of goods and consumption of services advertised in domestic and satellite channels.

## CONCLUSION

The aim of this study was to compare the effects of television advertising of domestic and foreign channels on consumption of goods and services among the residents of Bandar Abbas. The results showed that television and satellite advertisements influence Bandar Abbas people tendency to purchase, so that the results of the first and second hypotheses suggest that in total, television advertising can have an impact on the willingness of people to buy goods and consume services. Hamidzadeh and Noorian (2013) also concluded that television advertising can influence the customer's attraction and desire. TV enables the customer get familiar with goods

and services by observation, make better decisions and have willing to buy.

The results of the third hypothesis suggest that watching Persian-language satellite TVs leads to the tendency of people to buy foreign goods and consume foreign services. In fact the results of this hypothesis show that the satellite channels have been able to attract people to buy foreign goods and services. It seems that the freedom and the opportunities which are available to satellite channels have been able influential in creating tendency of people to buy goods and use services. The results in this case are consistent with the results of the studies carried out by Faramarzi (2011), Dindar-Farkush and Heidrbeigy (2011), Ghuchani et al (2013), Fahimifar (2011), and Husseini et al (2010).

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