



Investigating the Effectiveness of Radio Commercials (Case Study of Mashhad)

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ABSTRACT

Daily increasing development of the commercial advertising (commercials) industry has made this one of the most important phenomena in contemporary societies and discussed in various fields and disciplines. Thus, the present study aims to investigate the effectiveness of Khorasan Razavi's radio advertising. The present research is functional in terms of its aim and regarding method is descriptive-survey. The statistical population of this study is all radio listeners in Mashhad which 384 of them were randomly selected to participate in the research. The data gathering tool was a researcher-made questionnaire, which was confirmed with a reliability of 0.86. Path analysis was also used to test the research hypotheses.

The research results show the effectiveness of radio advertising in Mashhad, so that the hypothesis test showed that commercial advertising has a significant effect on the attention, interest, desire and action of radio audience.

Keywords: commercials, attention, interest, desire, action

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INTRODUCTION

Mass media communicate in different forms and types with different social, ethnic, occupational and age groups, and play different roles at the community levels (Esmi, Sa'dipour and Asadzadeh, 2010). With the massive and more advanced media, their scope of duty has also expanded and in each period proportional to the activity of mass media, their roles change and increase. Harold Lasswell, in his period, considers only three roles: news stories, social solidarity and the transfer of cultural heritage to the media. Later, however, Charles Wright adds a fourth role as "recreational and entertainment" (Darroodi, 2012). Today, in addition to these roles, mass communication devices have other tasks, including information and advertising. Propaganda today is one of the most important and effective ways of informing (Motamed Nejad, 1990).

From a particular communicational point of view, propaganda, like communication, is a process dependent on time and place that is recognizable by social characteristics and can take place in various political, economic, social and cultural fields (Hamidzadeh and Nourian, 2013). In fact, one of the goals of technology of mass media is to influence and impact on people's thoughts, behavior, beliefs and interests. The media, with propaganda and continuous transmission of the messages desired by the owners of power and facilities, affect the public opinion and force them to accept their beliefs (Darroodi, 2012). Owners of capital, manufacturers and suppliers of goods and services, in order to supply their products and services, and in order not to be excluded from competition with other competitors in the market, are forced to take advantage of various methods of

advertising and persuading their consumers. On the other hand, the human society in order to meet the needs, respond to the demands, as well as satisfy their desires and needs as consumers of these goods and services, through the mass media, including newspapers, magazines, radio, television, the Internet and ... all day and night long, is broadly involved with extensive advertising (Arbalani, Khaujehian and Azami, 2010).

One of the most prominent types of advertising is commercials or commercial advertising, in which the purpose is attracting the audience's attention and encouraging him to buy goods. Commercial advertising is any kind of advertising activity in the public space of a city and country, a media environment (written, audiovisual and the press, radio and television, etc.) with the aim of introducing and supplying goods, informing and providing services by the relevant means is carried out at a limited or extensive level (Gharedaghi, 2003; Keshavarz, 2011, Mohammadian, 2006 and Mohammadian, 2010). Therefore, commercial advertising is a relatively new phenomenon in the history of human life. Commercial advertising, like global tourism, forms a significant part of today's global trade, and hence it is affiliated to other world-class industries and services such as automotive, clothing, makeup, food and beverage, home appliances, electronics, housing, media, Information and communication (Afjeh and ManZoori Morid, 2003). In addition to the profitability nature of the commercial advertising industry, its strategic importance is such that it can be said that the position of different countries in the global economy is largely influenced by the quantity and quality of their presence in the global commercial advertising market (Amir Shahi and Houshmandi, 2006).

Various advertising tools are used to send out commercials to the audiences. But in this field, the vast function of radio as the most influential mass media, in addition to broadcasting various programs, it has also been responsible for broadcasting commercials. For sure, commercials, as one of the main life veins of each medium, costs so much for the advertisers that they want to see a guarantee for profitability of this expense (Mirzai and Amini, 2006). At the present time due to the same main and different characteristics of the other media, the radio is still a good target for many advertisers who both offers cheaper advertisements than television ads and searches for a wide range of audiences (Del Point et al., 2010). The radio is simple, inexpensive and accessible to the audience, and despite the fact that it always has its own charge, and the media are considered radio to have innate careless listeners, the advertisers cannot ignore the sound of silence media (Samiee, 2001). Radio commercials is considered as one of the radio financial resources, while at the same time considering the low cost of commercials on the radio than other media, it is considered as one of the most cost-effective means of advertising, especially for loyal radio listeners (Sigmund J., 2002). Additionally, commercials on the radio, compared with television and newspapers, offer the advertiser's many benefits to the advertisers because of the unrivaled characteristics of the media, such as learning and wide range of broadcasting, which the other media are weak against. Therefore, if an accurate and precise evaluation of the effectiveness of advertising on the radio occurs, there will be a lot of changes in the cost of advertising, the form and manner of delivering the message, the type of medium or communication channel, the time and conditions for the implementation of the message and the owners of goods and services, can get more ability to be in touch with their audience (Darroodi, 2012). Del Point and Hypolca in 2010 conducted a study aimed to examine the role of radio advertising as a behavioral promoter among urban consumers. The results of this study indicate that urban consumer shopping behavior in retail stores is in response to radio advertising and is strongly influenced by physical, cognitive and economic variables. Comstock and Charrier (1999) consider the effectiveness of advertising on television through three possible indicators, and believe that the director of television should always consider these three. This design of the measure of impact on the audience for the index ads is the interest of the audience to the ad, the amount of ad recall and the amount of conviction of the ad. Sojoodi and Namvar (2004) wrote an article entitled "The Study of Telecommunication and Communication Functions of Radio Commercials". The results of the analysis of eleven radio advertising samples indicate that speech, music, and environmental sounds are used to understand and encourage the listener to buy goods or use services, as well as discursive tricks and the promising role of language was considered.

Therefore, the research can be scientifically necessary for the following reasons:

- 1- Commercials' promoters want to send their message to the general and special audiences through the radio medium, but without knowing the communication processes and paying attention to the elements of the communication process, especially the audience it is not possible.
- 2- Understanding the needs of the audience in order to create an incentive for them to buy is an essential necessity that needs the knowledge of social communication science.
- 3- Making audiences aware of the products and services of producers and raising the number of audiences is one of the main goals of commercials and that any source of advertising messages should know why they advertise?

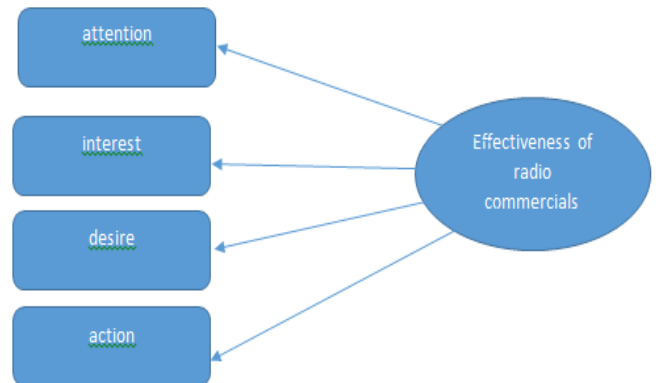
Who are their audiences? What are their needs? Is the advertising device suitable for their purpose?

Therefore, the evaluation of the results of radio commercials is one of the studies that will help the owners of goods and services in providing an appropriate advertising package, as well as better coherence of production and service structures and methods, and provide a smooth path to attract more audience or customer to the message sender, (Hockley, 2005). Therefore, this research intends to investigate the effectiveness of Khorasan Razavi Radio Broadcasting Commercials and seek to answer the question of whether radio advertising is effective.

RESEARCH OBJECTIVES

- Investigating the Impact of Radio Advertising on Audience's Attention
- Investigating the Impact of Radio Advertising on Audience Interest
- Investigating the Impact of Radio Advertising on the Audience's Desire
- Investigating the Effect of Radio Advertising on Audience's Deeds

According to the variables studied, the research model is designed as follows:



RESEARCH METHOD

The present research is functional in terms of its aim and regarding method is descriptive-survey. Regarding the temporal and spatial territory of the research, it was the statistical society of all Khorasan Razavi Radio listeners in Mashhad in 2016. The statistical sample using Jersey Morgan table was estimated to be 384 people who were selected by random cluster sampling method. This was first divided into 13 regions according to the geographical 13 areas of Mashhad. Then, from the 13 zone, two regions: 8 and 5 were randomly selected, then the parks in these areas were identified and referred to the specified parks to complete the questionnaires.

In this research, information was collected in two parts, first, in the field of theoretical information and research background, which was

done using library resources, the Internet, articles and theses in commercials and radio, and in the other part it was of the researcher's made questionnaire. The questionnaire consists of two parts: General questions: The aim is to collect general and demographic information of the respondents and include issues such as gender, age, occupation, and education. The second part of the researcher's made: contains 16 closed questions with 4 hypotheses. Items related to each question were scored based on Likert's 5-point scale. After confirming the questionnaire, the researcher distributed them. In order to prevent the loss of the number of respondents as well as prediction of completion of the required information based on sample estimation and sample size the researcher distributed 400 questionnaires, 384 healthy questionnaires were returned from the required parts, after collecting information and deleting the defective and inadequate questionnaires. In order to analyze the questions, descriptive statistics and path analysis were used. In the reliability section SPSS software and for the validity and hypothesis testing as well as the structural equation drawing the LISREL software have been used.

Questionnaire validity

The researcher has enjoyed some specialist in the field of management for content validity, he referred to the advisors and expert professors to be sure about the questionnaire validity. The structure validity show that how a measurement tool tests the size of one structure which has theoretical base.

Factor validity is a kind of structure validity, which has been obtained by the factor analysis. The factor analysis is a confirmation for assuring the relation between every buoy with its known structure. Mostly the factor analysis has been known as a technique to reduce the number of variables which describe the highest level of variance.

Table 1 fitting indices of factor – conformational analysis models for the mixed factors scale of marketing

X ²	df	P	X ² /df	RMR	RMSEA	NFI	CFI	GFI
30/73	1/3	0/12	1/64	0/02	0/03	0/91	0/94	0/92

CHI-square index is one of the absolute indices, the less the chi-square amount is, the more satisfied and better is the codified model by researcher.

If the significance level for X² is more than 0.05, so the amount of chi-square is acceptable and if it is between 0.01 and 0.05, it is ideal. With respect to this point that the significance level is more than 0.05 for the mentioned model. It can be concluded that the amount of chi-square is acceptable for the model. One of the general indices is the normal or relative chi-square index, which calculated by a simple division of chi-square amount to degree of freedom, mostly they consider acceptable the amounts which are between 1 to 3 for this index. As it can be seen in the table, the amount is 1.64 for the considered model which is a suitable and acceptable amount. GFI index is one of the comparative indices, the amount which is more than 0.8 shows good fitting for the model with the use of data. GFI amount has been obtained 0.92 for the model which shows the good fitting for the model.

The remaining matrix is one of the normal matrices which can be used for the evaluation of general fitting(codified model) and also the partial fitting (defined parameters between two variables). The square root of remained mean of squares or RMR was 0.02 for the mentioned model which is a desirable amount for the model. Comparative fitting index. CFI amount, for the mentioned model 0.94

which is between 0.9 and 0.97, can say that data has been fitted appropriately, in the other word, the model is far from the independency model and approaches to a saturation model. The square root of the mean square error of the estimated index or RMSEA index which is based on the remained matrix analysis. The acceptable models have 0.08 or smaller amount for this index. The fitting of models, which are more than 0.1, has estimated week. RMSEA amount has obtained 0.03 for this model which shows that the model is acceptable.

The main method of estimated consistency is Cronbach alpha coefficient.

Cronbach alpha is a coefficient of stability and consistency. It measured the internal consistency. In the other words, Cronbach alpha measures how well a set of observed variables can explain a hidden variable.

Table 2. Cronbach alpha coefficient

row	Questions headlines	Cronbach alpha coefficient
1	Attention	0/77
2	interest	0/81
3	desire	0/79
4	action	0/93
5	total	0/86

The table results show that Cronbach alpha is 0.86% for all of the questionnaire. It shows that the questionnaire has a desirable validity. The components stability has been confirmed.

Descriptive statistics of study variables:

Table 3: Descriptive Characteristics of Respondents

Variable	Group	Amplitude	percent
Gender	Male	187	48.6
	Female	191	49.7
	Unknown	3	1.7
Age	Less than30	49	13.8
	Between 30-40	185	49.2
	Between40-50	86	23.4
	More than55	64	13.6
education	Diploma and graduation	96	25
	Associate Degree	103	26.8
	BS - BA	161	41.9
	MS - MA	24	6.3

According to the table above, the participants in the research were almost equally distributed in terms of gender and the largest group was in the age group of 30-40 years old, and 41% of them had a bachelor's degree.

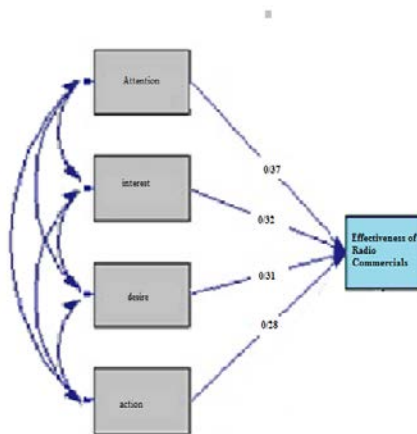
Research findings

Table 4. Path coefficient of factors affecting the purchase from tourism agencies

Hypothesis critical value	direct path result	Path coefficient	significance level

1	attention	effectiveness of commercial significant	0.37	0.04
2.24				
2	interest	effectiveness of commercial significant	0.32	0.001
1.21				
3	desire	effectiveness of commercial significant	0.31	0.02
2.70				
4	action	effectiveness of commercial significant	0.28	0.001
3.10				

Table 4 shows the path coefficients of factors affecting the effectiveness of commercials. Considering that the level of significance for factors of attention, interest, desire and action is less than 0.05, so we conclude that these factors are effective with the indicated path coefficients on the effectiveness of commercial advertising. Also, the critical value index for all agents is higher than 1.96, which indicates the effect of all four factors on the effectiveness of radio advertising.



DISCUSSION AND CONCLUSION

In the current society where the advancement of technology has resulted in the various means with the ability of radio broadcasts, the access to the audience is provided so that now cars, mobiles, and ... can emit radio waves, while they can be the interface for the transmission of the advertising message at different times to convey information to audiences. On the other hand, the cheapness of the advertisement, which each "word" of the message in the promotion of Iranian goods is 300 thousand tomans and for foreign goods 750 thousand tomans, allows the company to repeat more advertising. One of the most important issues in the realm of advertising is the evaluation of the effectiveness of advertising, in other words, determining the extent of advertising to which we have spent a lot of money has led us to meet the goals we set. Measuring and evaluating the effectiveness of advertising acts as a feedback and tells us what weaknesses and strengths our ads have.

The aim of focusing on advertising is awareness of customers to the existence of a brand. The primary goal of the company or organization

is to use a tool called advertising to introduce its product to the customers. One way to introduce these products is to use mass media. Radio is an audio mass media that has been a pioneer in the past few years for promoting domestic and international commercials. But as radio offers benefits such as affordability, easier access without time and place constraints, there are some limitations for this national and mass media. One of these disadvantages and limitations is the invisibility of the media, and the principals of this field must constantly strive to apply new creativity in its most effective way. Advertising can lead to awareness of the product and service. In general, people are reluctant to deal with things they have never heard of or seen it. The results of this study showed that commercials are effective on the attention of audiences. In order to clarify the results, it can be said that the radio has been able to play an important role in attracting the attention of radio audiences through commercials using media and advertising tools. Therefore, it can be said that based on the obtained results, the advertising process is considered to be successful when the necessary information about the product to be advertised to the audience, and then the audience based on that acquired knowledge purchases the goods or products. One of the benefits of the radio is that it provides the audience with information at a lower cost than other media.

Another promotion task is to expand the concept of what the product is and how it would work for the customer. At this stage, the media must consider the planning process, advertising and promotion by providing a better understanding of the advertising goals that direct the commercial and promotional programs. So, after creation of awareness and providing the customer by information, the target advertisement should have the ability to be located in the audience's mind and gives them a correct understanding of what and how the goods are. Therefore, the present study sought to investigate whether commercials could be of interest to its audience. Adverts make changes in the knowledge, attitude, and behavior of the audience. Awareness, encouragement, reminding, consolidation of relationships, and the acceleration and promotion of exchanges are among the various tasks of advertising. The results of this part of the research showed that Khorasan Razavi's radio commercials has been able to influence the perception of its audiences.

In this part the considered promotion should be able to induce preference and prevail of the advertised item in comparison with other similar goods or services to the audience. However, convincing others or persuading is one of the ways in which religious, commercial and political propaganda has been used extensively. Aristotle is one of the first people who has analyzed persuasion and convincing in his classical works that was on lecture and wrote valuable articles about them. Perhaps the era in which we live can be called the age of persuasion and convincing; the era of persuading others to achieve their goals, the era of guiding others toward a particular idea, consuming special goods, and voting for a particular human being. This age of convincing others is accumulated with short, focused, and often pictorial messages. Hence, slogans and images have replaced rational arguments. In this era, in order to persuade the audience effective words, persistent images, challenge the mind about a particular issue with the appearance of seemingly correct questions and a live call or announcement are used, all of which provide the ground for persuasion or conviction (Pratcans, 1380: 53). Therefore, in this study, the issue was considered that whether commercials on the radio center of Khorasan Razavi could affect the demand and persuasion of the audience. The results showed that in the target community of this study, this positive effect was reported.

The advertisement can be considered effective if the last and most important step which is entering the customer for purchase of the goods, occurs. Obviously, the more accurate and effective the advertising, the tendency of people to buy the goods being advertised is more effective. One of the influential dimensions of advertising is the creation of a sense of need in individuals that leads them to get and purchase the desired item. Another feature of shopping is that it is considered to be the most important tool for measuring the success of advertising, and it is in fact one of the levers of organizations to consider the effectiveness of conducted advertisements. Radio broadcasts are transmitted to humans through hearing, and therefore radio is an appropriate and accompanying media for anyone who has the ability of hearing. The radio is a portable device that can be used at any time and place. This feature of the radio makes it possible to use a particular type of advertising on this medium. Also, with the ease of advertising on the radio and the possibility of producing it in seconds, radio advertising is cheaper and less costly than other media, including TV.

At the same time, the audibility of the radio media and the impossibility to visualize a message or advertisement, make some limitations for radio advertising. On the other hand, many people use radio when they work in their daily activities, which does not have much focus on this, and this will reduce the impact of advertising on the radio. On the other hand, despite the widespread use of radio in a place and in time, it cannot be viewed by more general and broader audiences than television and some other media. The results of the research showed that commercial advertising is effective in purchases made by audiences.

Finally, based on the results of the research, some applicable and suitable for research suggestions can be presented:

- 1- Creating and compiling an advertising message that is based on attention, information and attention absorption techniques can be fruitful. Therefore, the radio should be addressed to the audience with a more serious approach to creating the desired image of products and services. Another important point is that in the advertising section, the ad target community first needs to be identified, and then, based on the target community, promotional techniques should be used to inform them.
- 2- After informing the audience, the advertising message should have the power to create an interest in the audience. Therefore, it is suggested that the principals in the making of advertising messages with full artisans consider the radio's intuitive discussion of specific techniques such as music, and by engagement of audible sense of audiences make their ads Immanent.
- 3- In order to make purchasing and acting in audiences, advertising on this medium includes the use of music, poetry, timing of playback for attention, awards, facilities and price discounts, and the use of new and non-repetitive techniques to promote the goods for interest, expression of specification and apparent features (design, colors, dimensions and new models), price and quality of goods for the desire and attention to the needs and changing needs of consumers in different groups and tribes, honesty, integrity and reasonability of advertising message to make a purchase .
- 4- Researchers in the coming research to compare the effectiveness of commercials on Khorasan Radio with thorough Radio Broadcasting
- 5- Researchers in the coming research will compare the effectiveness of Khorasan radio advertisements with other media such as television and the Internet
- 6- Researchers in the upcoming research will examine the effectiveness of radio advertising according to the demographic characteristics of the audience of this medium.

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