

Identification and Assessment of Impersonal Advertising in Health Manufacturing Industries and Its Impact on Desire to Buying of Customers

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ABSTRACT

The main objective of this study is determining the impact of impersonal advertising to customers who buying health products which this main objective is divided into three sub-goals which include: 1 - Effect of non-personalized advertising message 2 - Effect of place of offering impersonal advertising 3 - Effect of time of non-personalized advertising on desire among consumers to buy health products. This research is descriptive - analysis type, in which statistical population are (1 - manufacturers of health products 2- Buyers of health products in Rasht). Number of sample for first population equal to 60 people and for the second population is equal to 250 that in both population simple random sampling is a way of acting. In data collection step questionnaire method were used and number of technical questions in a questionnaire is equal to 13 questions that were added to general questions relevant to each population. Information after gathering with assist of SPSS software and hypothesizes with linear regression analysis method were tested, all hypotheses were confirmed. In the next step is attempted to ranking hypotheses and questions of questionnaire with the help of Friedman test. The results obtained in this study that can be mentioned:

- 1 - Use of high quality and reliable media such as TV
- 2 - Providing impersonal form of comparative advertising
- 3 - Providing a large number of advertising for more effectiveness.

KEYWORDS: Comparative advertising, Impersonal advertising, Objective

1. INTRODUCTION

When an economic unit is established for producing products should provide comprehensive information about consumer market in order to produce the goods according to customer needs and requests. One common aspect of all human without regard to educational level, policy or commitment, is that all are consumers. This means that based on a certain order are using food, clothing and housing. Consumer is a comprehensive factor in recession or boom in all business activities, it is clear that factors that influence consumers can be essential factor in achieving their aspirations and ultimately more sales and profit higher margins. On the other hand, advertising is one of the important tools of communication in business. Success and failure of many organizations and companies lies in quality of their promotional activities (Farabi, 2007, p 1).

Marketing communications, is including various components such as sales promotion, public relations, direct marketing and advertising is that advertising is an important component of marketing, especially electronic marketing (Struss and Frost, 2001, 220) Marketers are using advertising to create brand awareness by customer (Abbasi and Mohammadian, 2006). kotler (2002), defines that advertising is any provision and supply of ideas, goods or services of an advertising unit, person or institution which is incur charges, but meanwhile the kind of advertising are effective that be able to attract the audience's attention, the effect be memorable and stimulate purchasing practices of audience and stimulate emotional receiving of the audience (Poorkarimi, 1992). Therefore it is necessary to use all the factors that can effect sensation and perception of the audience, and this makes expected goals of advertising achievable. Commercial advertising effectiveness explained in a specific scientific model due to promotional purposes, and the degree or extent that the order of their intended purpose can be achieved and has specific planning process and stage research is including setting goals, allocating budgets, deciding about the message and media, and compared with predetermined objectives, (Shariat et al, 2007). Attitudes which are formed toward advertising, affect consumer attitudes towards brand and also the purpose of customers buying (Homer, 1990; Lord, 1995; Lutz, 1983; Mackenzie and Lutz, 1989; Mackenzie, 1986). The customer is central to all marketing (Rahbarinia & et al, 2011). Thus we can conclude that advertising opens the way to the customer and delivers a message to its audience. Considering what was said in this research the purpose is reviewing and studying the factors in advertising that encourage customers to buy and consume certain goods.

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2. RESEARCH LITERATURE

In today's world, advertising has become a big business or industry. It is an advertising industry and is a tool that is used by most people. Despite small communities, in large communities and complex industries in addition to face to face communication should also use indirect communication. Parameters such size, space, convenience and cost, has attracted special attention (Farby, 2008, p 13). An organization to achieve its overall objectives has required to planning and accurate control of tasks process with corrects management (Ahani & et al, 2012). Many companies try to review their managerial patterns and to find basic solution so that they can access to competitive advantage (Ramzani & et al, 2011). Today industry is facing with severe challenges and competitive market pressures (Kouchaki & et al, 2011; Rezvani & et al, 2011). Advertising is considered as one of the effective policies of sales strategies. Therefore, governments, businesses and industry for sale their goods and influence in society are investing heavily. Increasing production, prevent price fluctuations, increased investment, reduced risk of production increased national income, more sales, increased competition and increased demand considering as advantages of advertising in marketing research (Erfaniar and Hosseini, 2008). One of the most effective theories in the marketing research is "Attitudes toward advertising" (Branr and Kumar, 2000; Lutz, 1985; Mackenzie and Lutz, 1989, Mackenzie, 1987). In today's business environment is characterized by increasing competition (Zia Khosoosi & et al, 2011). In present world, economy is a very important and crucial issue (Gilaninia, Tabrizi& et al,2012; Eilbeigi Asli & et al,2012).

Positive and negative impacts of consumer attitudes toward advertising ,is studied widely by researchers in marketing and advertising for example, Mitchell and Alsn in 1981 found that consumer attitudes towards advertising, affect their attitudes toward the brand and their tend to buy through their emotional feelings during the ad, Also in a study conducted by the Hartava and colleagues in 1993, researchers concluded that in general whatever consumers attitude toward the ad be more positive it would be more likely to remember (Lee.; Tsai.; Wen-Jang 2006). Although some early research, show positive attitude of consumers towards the advertising, newer studies indicate that in general consumer attitudes toward advertising, is negative (Jung.; Leckenby, 2007)). Researchers Know promoter forces such as the emergence of consumer-oriented , perceived risk, self-defense and being overly promotional activities the most important reasons for this change (Siavashi, Abedin, 2009). Today, in most countries in the developing world is intended to obtained participation of groups of people in development (Rabiei & et al,2012)

Human because of various complexities is always unattainable creature and therefore are constantly changing their attitude and desire. So to achieve higher profit and sales no way for the manufacturers remains except the continuous review and study of desires of its customers, especially when considering the health industry. Marketing mix (4p) are including product, place, promotion and price That the researcher, these four promotion factors is chosen and impersonal advertising specifically chosen as the independent variable and its impact on the customers tend to buy health products will be reviewed (Hajaghapour, 2009). Impersonal aspects of advertising according to the theory Farby are including: 1 - Message of advertiser 2 - Place of advertising 3 - Time of advertising.

Desire to buy: The third step of buyer reaction process, against an advertising message that we faced with, in fact is buyer finds desire and enthusiasm to the intended product that could eventually lead to the purchase. Impersonal advertising is selected mainly as the independent variable that we want to evaluate its effect on the dependent variable (the desire to buy), impersonal advertising will be evaluated from three main aspects.

Advertising messages: generally advertising message can be studied in two parts: A - message content B - message structure. . Message content refers to strategies that can be utilized when transferring the idea to the audience. Although messengers while are concerned about the message content should be concern about how they structure the message. Structure of message refers to how it is organized.

Advertising place: Advertising place actually is a media is set that advertising message be sent through it to target audience . For its measurement of variables likes, coverage, quality and reliability of media will be used.

Advertising time: This is referring to that audience at what time and how long to be exposed to advertising messages. For its measurement will be used of variables present suitable time, frequency of exposure and duration of present message. (Hajaghapour, 2009).

3. Research hypotheses

3.1. The Main Hypothesis:

Impersonal Advertisings affect desire to buy products in customers who buy health products.

3.2. Sub Hypotheses

Advertising messages affect desire to buy products in customers who buy health products.

Advertising place affect desire to buy products in customers who buy health products.

Advertising time affect desire to buy products in customers who buy health products.

4. RESEARCH METHODOLOGY

In this study that is a descriptive - survey research, field method is used and required information about three sub-hypotheses on the study will be collected through the questionnaire. In this research population are included two groups: the first group includes all the brand managers in the health industry and second population is included all consumers of health products in Rasht. To obtain the required number of samples in the first population 20 questionnaires distributed to the pilot and primary data was collected. After obtaining the variance amount $S^2 = 0.23$ and placing it in the sampling formula 60 samples were obtained and considering the importance of position and availability and other restrictions, 80 questionnaires were distributed. To obtain samples of second population, 20 questionnaires were distributed experimentally. Primary data was collected and by using sampling formula, its value was 250. Then according to availability and other restrictions 300 questionnaires among buyers of health products were distributed randomly in Rasht. . The research tool is questionnaire. Set of questions of this questionnaire have content validity that through the Delphi method is provided to the supervisor and he, have approved through careful analysis of demands and purpose of research ,interviews with experts and compare with a series of other questionnaires. In order to obtain reliable questionnaire Cronbach's alpha model was used ,Cronbach's alpha coefficient for the Advertising message variable is 89.6 %, for Advertising places variable is 88%,for Advertising time variable is 91.4% and for desire to buy is 94.4% . Considering that more than 70 percent is so the question has necessary reliability. Regression is method of data analysis.

5. Data Analysis

Table 1) summarizes the results of hypothesis testing

Assumptions	R	B	SIG
Advertising messages affect desire to buy products in customers who buy health products.	. 714	+1.274	0.000
Advertising place affect desire to buy products in customers who buy health products.	. 587	+1.852	0.000
Advertising time affect desire to buy products in customers who buy health products.	. 622	+2.440	0.000

First hypothesis: According to the above table it can be said that the messages of impersonal advertising affect desire to buy products in customers who buy health products and this effect is direct, in which the value of R is equal to $R = 71.4$ that indicates intensity of relationship and the SIG is smaller than 0.05 so the relationship is significant. On the other hand in order to determine the relationship according to the coefficient B we can say that its value is + 1.274, it can be concluded that relationship is direct.

Second hypothesis: According to the above table it can be said that the place of impersonal advertising affect desire to buy products in customers who buy health products and this effect is direct, in which the value of R is equal to $R = 58.7$ that indicates intensity of relationship and the SIG is smaller than 0.05 so the relationship is significant. On the other hand in order to determine the relationship according to the coefficient B we can say that its value is + 1.852, it can be concluded that relationship is direct.

Third hypothesis: According to the above table it can be said that the time of impersonal advertising affect desire to buy products in customers who buy health products and this effect is direct, in which the value of R is equal to $R = 62.2$ that indicates intensity of relationship and the SIG is smaller than 0.05 so the relationship is significant. On the other hand in order to determine the relationship according to the coefficient B we can say that its value is + 2.440, it can be concluded that relationship is direct.

Friedman test

Table 2) Friedman test

	Mean rank
Messages of impersonal advertising	2.96
Place of impersonal advertising	1.38
Time of impersonal advertising	1.65

The results show that order of priority in advertising are: advertising messages, advertising time and advertising place

6. Conclusions and Recommendations

Advertising, is one of the basic tools of communication with the external world that is full of change and transformation in business units, both in terms of attracting and obtaining information in environmental preferences and also in terms of publishing information that interest groups make it a condition (conscious or unconscious) to communicate with the business unit (and decant the benefit to the unit). And because the

concept of advertising is multifaceted, in order to effectiveness of an advertising program it is necessary that purpose, audience and used media accurately be determined. Advertising leaves many positive effects.

Research results are expressed as follows: the first hypothesis at 95% confidence level according to the results is confirmed and the direction of this relationship, according to numbers obtained from the B value is +1.274, was direct due to the constant value is 12.411, the following equation is proposed for it

$$Y = 12.411 + 1.274 x_1$$

The second hypothesis at 95% confidence level according to the results is confirmed and the direction of this relationship, according to numbers obtained from the B value is +1.852, was direct due to the constant value is 18.214, the following equation is proposed for it

$$Y = 18.214 + 1.852 x_2$$

The third hypothesis at 95% confidence level according to the results is confirmed and the direction of this relationship, according to numbers obtained from the B value is +2.440, was direct due to the constant value is 10.378, the following equation is proposed for it

$$Y = 10.378 + 2.44 x_3$$

So according to the results the following suggestions are offered:

Use of media that increase frequency of advertising exposure.

Use of media that its reliability is high.

Advertising be displayed in appropriate time during the day.

During the construction of advertising of a literary imagery such as metaphors and ... be used

In Impersonal advertising refer to the available benefits of product than the competitors.

The best tools of communication are television, radio and eventually outdoor advertising.

In advertising avoid of too much exaggeration.

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