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Evaluation of the effective factors in creating a positive attitude towards mobile advertising in the city of Kermanshah in 2013

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ABSTRACT

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Consistent with the emergence of development and flourishing modern business methods to introduce and advertise products and services has undergone tremendous changes. At present age the mobile has created new and interesting channel for person to person marketing activities. One of the issues that have recently been proposed in this field of marketing is advertising through mobile phone, there is not still much cognition about it. This study investigated the effective factors in creating a positive attitude towards mobile advertising in 2013 in Kermanshah city. The research method of considering the purpose, with respect to the nature of subject is applied research and the type of field research. Statistical population and sample in this study is constitute all citizens of the city of Kermanshah that be used the mobile phone and because the population is more than 100 thousand people that according to Morgan table including 384 samples. Method of sampling is convenience Cluster sampling. Validity reviewed by some professors and career experts and consultants of advertising Jobs and to determine the reliability used Cronbach's coefficient alpha, analysis method of data from both descriptive and inferential statistics were used simultaneously.

Descriptive statistics mainly has been used mean in other parts were used t-test and regression analysis. This study had includes four hypotheses that were confirmed all of them.

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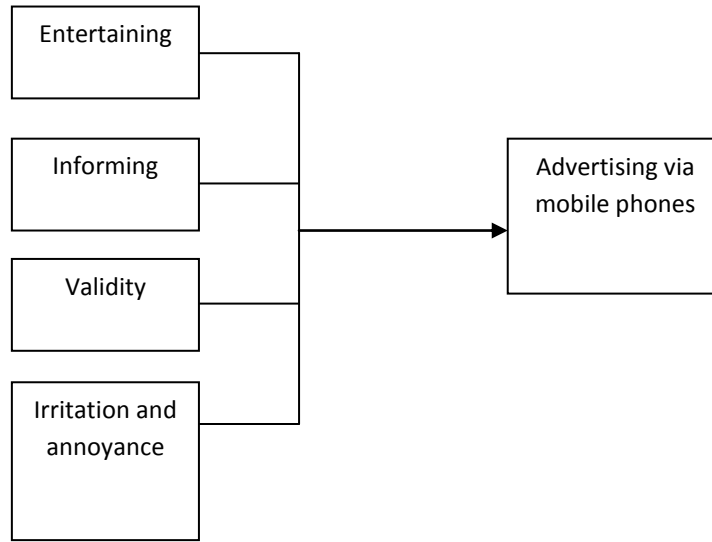
1. Introduction

Theorists of communication sciences are known advertising a form of controlled communication that trying by use a variety of strategies and appealing practices convinces, audience make decision towards buying a certain product or utilizes certain service. The ultimate goal of any advertising is, to influence the minds of the intended people, to make decisions in favor of certain goods or services which in the world of business and industry are constantly competing with each other and if do not advertise them, or advertising done not effective as it should with get out of round, competition no consequences except of failure. Through technological innovation, we are saw the emergence of a new way of advertising entitled mobile advertising is a new subject not only in Iran but also in International Studies (Ibrahimi, 1997) . The rapid growth of mobile phones and other mobile instruments has provided, new interesting channel for person to person marketing activities, which can provide the possibility of communicate effectively with target markets by creating a two-way relationship between the marketer and the customer. The use of Short Messaging Service to access customers is lead to credibility, high popularity and becoming mobile to a final intermediary in two sides marketing. This new medium, due to supply of limited text messages, these new medium is effects on the other media (Ulamaei, 2007). This tool in creating awareness in brand name is 50% more successful than TV and has been 130% more successful than radio. And as the fifth media was very successful, in compared with four other media (TV, newspapers, radio and internet) and it provides benefits for customers to send personalized advertising. In many countries the number of mobile phone subscribers is more than number of fixed line subscribers; in the meantime there are some reports of the growing use of mobile phones in Iran, which according to them, the mobile penetration rate in Iran in 2008 has grown to 52 percent. Increasing mobile penetration rate in our country and hit 21 million users on the Hamrah Aval network and more than 26 million people in the entire network in Iran is growing by the day, attention of marketers and business owners has attracted to this new media (Saatchi, 2004). Although attractiveness of this advertising medium and importance of audience's attitude toward it as an important phenomenon has attracted much attention however, this issue not considered by Iranian researchers, as it should be considered, so for marketing institutions and organizations is not clear what factors is effective in the audience's attitude toward mobile advertising that caused the problem and gap in this field. Due to the increasing development of mobile phones in society and using them as a medium of communication by marketers and given that the use of mobile phones for transmitting propaganda messages are still in the early stages of its life cycle, It is essential for doing advertising in scientific form, firstly shed light on audiences attitude towards this new phenomenon and secondly, identifying the major and affecting factors on their attitudes better understanding these issues, is an important issue on the use of mobile advertising(Razi, 1998).

2. Research hypotheses

- 1) Being entertaining of Mobile advertising is effective in the audience's attitude toward mobile advertising.
- 2) Informing mobile advertising is effective on the audiences' attitude towards the mobile advertising.
- 3) Validity of mobile advertising is effective on the audiences' attitude towards the mobile advertising.
- 4) Feelings of resentful and annoyance towards the mobile advertising is effective on the audiences' attitude towards the mobile advertising.

3. Conceptual model of the research:



Source: T singh et al model (2011)

4. Principles of advertising

Companies to maintain survival and growth should adapt itself to the environment, being consistent with it. This is necessary, proper communication with the environment, (governments, competitors, raw material suppliers, individuals and interest groups, and most of all customers). History of the use of television as a pretext for introducing business is the main tool for most of the attractions of persuasion of mass media. Based on available evidence forgetting and considered little impact of media on business, eventually it Cause of weaken and destroy the system and decreases the efficiency, effectiveness and productivity of the system (Razi,1998). Meanwhile, the advertising is one of the basic tools of communication of business unit with the outer world full of transformation and changing whether in terms of attracting and obtaining information on environmental preferences or in terms of publication of the information that stakeholders are located that as a condition (Consciously or unconsciously) to communicate with business unit (and decant profits into units). The word of advertising or propaganda has a relatively recent origin. Its first recorded use goes back to the year of 1622 AD, when Pope Gregory established fifteenth Assembly of Faith advertising (Erenberg et al 1999). Meaning of the propaganda word is indoctrination or collective influence has evolved through manipulation of symbols, and individual psychology nowadays. Propaganda is transfer a theory with the ultimate goal of voluntary acceptance of recipient such a way that the person will treat its own opinion (Pearce and Robinson, 2001). Patterns made in the mass media, effective in two main reasons: First, learn new behaviors, second they act as a sign of legitimacy and integrity of certain behaviors. Advertise create positive expectations which causes experience use of a product be positive. Bazaar merchants trying to meet consumer needs but the reasons that cause to buy a product are very diverse. Identifying and understanding consumer motivations is an important step to ensure this point that with providing a product will satisfy the related motives. Describing the motivation that is created in order to fulfill one of needs (for example, needs are classified according to Maslow's theory) is difficult (Torben et al 2007).

Keith Reinhard is one of the creative ad-makers says: "In many cases, competing products are no different from each other but the ads are causing difference ... when consumer is evaluate attractive identity and performance of product with buying it, will be transferred identity and performance of product to own "(Robbins, 1998). In order to effectively deal with all the factors that may affect the company's ability to profitable grow, managers designed strategic management processes in a manner that in their opinion makes easy the optimum situation, of institution in the competitive position. Such a

deployment is possible in terms of strategic processes provide a more accurate estimate of environmental changes and to respond to competitive or internal pressures create better prepared (Salby et al 2001). Thus, applying the principles of strategic management in the organization's activities can be sure that in the medium and long term in efforts will fail. In natural way, impersonal advertising as one of the key activities of organization is not needless from this technique. Customers also such as managers need to provide an appropriate base for their decisions. They usually need to know that the desired product what the features and unique benefits and how it can be used as optimal, of course it is crucial the attractiveness of way to raise awareness, Marketing research to provide information for planning and control, play an important role. In addition, many research activities can be made about the need for planning. The purpose of study is not only available to having such information but also should organized information provide in such a way that help planning and control organization activities (ulamaei, 2007). Interference and giving weight to environment marketing research, contrary to what is expected at time zero came to help system, reflecting these changes to the decision makers and ensuring optimal decisions adopt in resource allocation in order to carry out marketing activities, including commercial advertising. Nonetheless, all the factors exist in the transmission concept in a communication models should be investigated. How to encrypt, select media (message transmission channel), select the message content and eliminate communication barriers are such cases that require special attention. Due to the fact that, firstly a lot of cost is spent on advertising, secondly, efficiency of other parts of organization is dependent on be effective advertising ultimately; any lack of planning and disconnect of programs with facts, will lead to inefficiencies. Based on havlnd and his colleagues researches divided the learning process into four stages, is perhaps the most important element and the most effective learning model in the field of persuasion. (Kazno et al1994). When a message is persuasive that firstly "each of psychological steps mentioned following be done respectively and also to reward to message recipients:

Message should attract attention getter.

Causes of the message should be understood.

The message recipients should accept the message arguments and accept them as truth.

When we can act based on this learning and believing, that we have motivation to do it (Quinn et al. 1994).

Authors of advertisements, and stage designer, which are the main creators of that, know how should be a good advertised. Good ad is includes a clever idea. Good ad is made, written with perfect craftsmanship and clever imagination. But when we can have confidence the success of and ad that good, perfect, and clever constraints intelligently that have been used for idea, ad, skill and imagination respectively will occur considering the context in which the ad is implemented. Responsible for marketing apply all of their efforts to make the ad, which also includes the related imaginary, with the desired concept might be dependable idea behind that. Of course manner addressing the issue in it is crucial to achieve the goals. One of the most important issues in the realm of advertising is evaluating the effectiveness of advertising. In other words, determine whether propaganda that we spent a lot of budget for that, to what extent can bring us to achieve the determined goals (ulamaei, 2007). The point that must be considered over all is details of the foundation's message. What details should be located in the message and how should be the arrangement of these components. Also a good background that message is placed in it will determine the influence and attractiveness the message, which should be chosen carefully. Customer and contact, should by examining or exposure to products and advertising related to them find sense of being new and different in products. But the most important factor which effectiveness of the message is related to it namely the same thing that is the final factor of effectiveness of any message (reward intended to consider and act upon it) is the amount of information that the message is transmitted to the contact to base on make satisfying and fulfilling decision. Promotion sales connect with customers and a complete communicational and marketing program of a company is called combined elements of marketing of that company. This program is formed from combines a set of impersonal advertisement, advertising to promote sales, public relations and personal selling (Salby et al 2001). Communication not only eases tasks of manager, but a means to make related the organization with the external environment. Through exchange of information, managers are aware of customer requirements, unavailability of raw materials, and claims of shareholders, government regulations, and issues of interest to the community In other words, it must be said, by way of communication in any

organization is an open system and interact with the external environment. In short, without effective communication will not be possible do organizational tasks and survival of it. Customers are one of the most important groups, which the life of organization is dependent that. Organization to keep old customers and call new customers is forced to Relationship Marketing. And it is obliged appropriate communication programs designed and implement to provide information needs of customers. Establisher marketing relationship should consider some points that the communication can be provide the desired result for him/her. Because of the mentioned results, establish a relationship should make a decision on the following components: Identify the target audience, determine the expected response, select the message, media selection, choose the source of the message and collecting feedbacks. Advertising, according to many sociologists, is part of this field (sociology, mass communication). But it is clear that advertising cannot exist without a carrier. Thus, study it cannot be considered independent season from items that are used to transfer messages. Advertisements is considered, only a special case of broadcast advertising messages whether in a newspaper, radio or television (Alam Tabriz, 2000). In general we can say that the most important cases that have been accepted as a principle are as follows:

Information and advertise is given towards good or service of firm or a process should be correct, complete, and contains its pros and cons.

Do not use superlatives to describe goods and services.

Should be avoided from hyperbole and exaggeration.

Slogans and messages must be real and palpable.

Slogans with the moral and cultural values and national sanctities conflict are not.

Product service or competitor institution not accused of corruption and lack of quality.

Do not fool the audience.

High human dignity is preserved.

1-8 - the effectiveness of advertising

In order to measure advertising effectiveness, as well as other activities, should in the planning advertising, and in the first step is define the objectives for advertising. There are different models for planning advertising, which the most famous of them can be referring to M 5 model. In this model is shown in Figure 1, in the first step is determine the goal, then required budget allocated for advertising, and in the next steps is acting toward making decisions on the message and the media and ultimately results obtained for determining the effectiveness of advertising programs are compared with predetermined objectives.

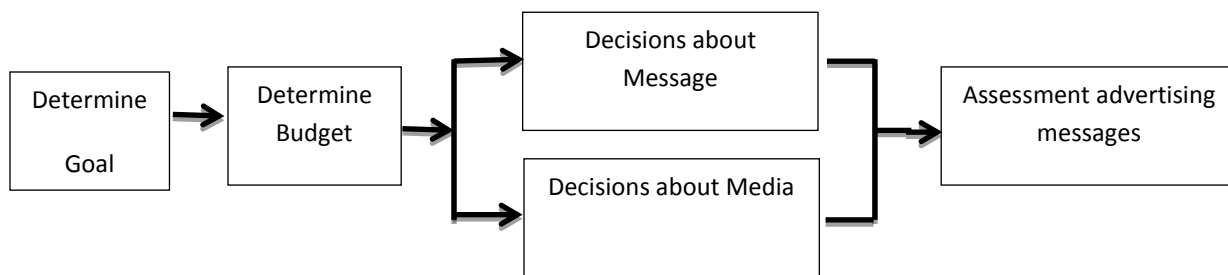


Fig. 1. 5M Model.

Most of advertising activities are follow a goal but what distinguishes a good advertising plan from a weak advertising plan is quality of determined goals in them. True and accurate definition of the goal helps advertisers, which have appropriate indicators for the selection of media and the message and therefore will have more correct choices. But the next question that being raised here is how can define better purposes for advertising? In order to define such goals should be by a process of research collected, information required. This information can be used as the main source of determine goal. The research process includes the following sections:

In the first section should be examine what is the main reason for advertiser from decision to advertising. Do have feeling an opportunity is going to introduce a new product or to prevent the decline

of a product or service have been decision to advertise. Above cases are examples of reasons to decide to start an advertising program. However, the advertiser must determine his/her reason to do advertising precisely.

In the next step, advertiser it should listed distinguishing characteristics of a product that is supposed do ads for it clearly. These features are divided into two sections:

The first part is devoted to physical characteristics. In this section are explained the differences of this product with other competitors of it, in terms of shape, components, size, packaging, distribution channels, service and price.

In the second part are explained, the feeling characteristics associated with brand name. In this section is listed the consumer mindset and perspective about the brand name.

In the next section, should be answered this important question that desired product or service, how and with what different than other competitors will respond to consumers' needs. In this answers is expressed the main advantage that customers receive by using the product. The answers to this question will a great help in selecting a message to the advertiser in the later stages. (Kotler and Armstrong, 2002).

In the next step advertisers should be defined the audience of advertisement.

In definition of the target audience should be referred to three important features. These three features are:

Geographical and location position of audiences

Psychological characteristics of audience

Habits of the target audience in reading, hearing and seeing

The above information can be gained from market research conducted in the company. In the absence of do market research obtaining the information needed to evaluate and invest more time and cost. Nevertheless, spending these costs making immune the company from more costs that may be don't have any efficiency for the company. Information obtained the above studies will help to the advertiser choosing the appropriate media for advertising (Salby, et al 2001).

In the last part of the advertiser should expression clearly what is the expected impact of advertising. Generally, the expected effect on the audience through advertising can be divided into the following groups:

Raising awareness: here the purpose of advertising, providing new information about the brand, product or provide new answers to resolving the needs of customers.

Creating Believe: In this section, the purpose of advertising is that the audiences of advertising are reach to this believe that the advertising product is better than other similar products. Or the method used so far, is not the best way of doing things.

Motivating feelings: purpose of the ad, in this case is creation of feelings such as, excitement about the new proposal, wondering about the parts of the news or empathy with the audience's perspective.

In all the above cases must be determined who the audiences are and, which of the above effects is the expected of them and how much will this effect. The results until this stage will determine the expected goals of the adviser. If all the above steps are passed correctly, effectiveness of advertising will be increased in considerable extent. Finally, in order to measure implemented advertising effectiveness should with do some investigations measured the effects of advertising on its audience. Comparing results of the recent study with anticipated purposes will show the effectiveness of advertising done.

5. Analysis of the main hypothesis

The main hypothesis: people's attitudes are positive toward mobile advertising.

Given that the in significant level $\alpha = 0.05$, t_{α} , $df = 1$.645 (28 .739 > 1 .645) So we accept H1 assumption that explain that people's attitudes toward mobile advertising is positive (Table 1,2).

Table 1

Analyzing the main hypothesis.

	The calculated t for testing comparison of means	t Table	area of Rejected comparison of means test (H0 reject)	result of comparison of means test
The main hypothesis	739.28	645.1	t>1 .645	Accepting H1 assumption

Table 2

Analyzing hypotheses.

Dependent variable	Independent variable	Numerical size of R (Pearson correlation coefficient)	Significant level of Pearson correlation coefficient	Numerical size of R2	F-test related to H0 = R = 0	Significance level of F test	Test result
Audience attitudes towards mobile advertising	being entertaining of Mobile advertising	0.764	0.00	0.583	534.6	0.00	H1 Assumption is confirmed
Audience attitudes towards mobile advertising	Mobile advertising informing	0.746	0.00	0.556	6.478	0.00	H1 Assumption is confirmed
Audience attitudes towards mobile advertising	Mobile advertising validities	0.672	0.00	0.451	1.314	0.00	H1 Assumption is confirmed
Audience attitudes towards mobile advertising	Annoyance toward mobile advertising	0.553	0.00	0.306	2.168	0.00	H1 Assumption is confirmed

- Analysis of Hypothesis 1

Hypothesis 1: being entertaining of mobile advertising is effective on the attitude of audience toward mobile advertising. Considering that in $\alpha=0.05$ Significance level is less than 0.05 (equal to 0.000), so we accept H1 assume that is explained being entertaining of mobile advertising is effective on attitude of audience towards mobile advertising.

As the table shows, according to the significant level of Pearson correlation coefficient, also can be reached this conclusion because significant level of Pearson correlation coefficient is lower than error level, so we accept H1 assume.

Hypothesis2: Mobile advertising informing is effective on audience's attitude toward mobile advertising. The second hypothesis can write in this way

H0: mobile advertising informing is not effective on audience's attitude toward mobile advertising.

H1: mobile advertising informing is effective on audience's attitude toward mobile advertising.

In this hypothesis, also is used F test so the hypotheses H0 and H1 can be written as follows:

$$\begin{cases} H_0 : SigF \geq 0.05 \\ H1 : SigF < 0.05 \end{cases}$$

Considering that in $\alpha=0.05$ Significance level is less than 0.05 (equal to 0.000), so we accept H1 assume that is explained Mobile advertising informing is effective on attitude of audience towards mobile advertising.

As the table shows, according to the significant level of Pearson correlation coefficient, also can be reached this conclusion because significant level of Pearson correlation coefficient is lower than error level, so we accept H1 assume.

Hypothesis3: validity of mobile advertising is effective on audience's attitude toward mobile advertising.

The third hypothesis can wrote in this way

H0: validity of mobile advertising is not effective on audience's attitude toward mobile advertising.

H1: validity of mobile advertising is effective on audience's attitude toward mobile advertising.

In this hypothesis, also is used F test so the hypotheses H0 and H1 can be written as follows:

$$\begin{cases} H_0 : SigF \geq 0.05 \\ H1 : SigF < 0.05 \end{cases}$$

Considering that in $\alpha=0.05$ Significance level is less than 0.05 (equal to 0.000), so we accept H1 assume that is explained validity of mobile advertising is effective on attitude of audience towards mobile advertising.

As the table shows, according to the significant level of Pearson correlation coefficient, also can be reached this conclusion because significant level of Pearson correlation coefficient is lower than error level, so we accept H1 assume.

Hypothesis4: Feelings of resentful and annoyance towards the mobile advertising is effective on audience's attitude toward mobile advertising.

The fourth hypothesis can wrote in this way

H0: Feelings of resentful and annoyance towards the mobile advertising is not effective on audience's attitude toward mobile advertising.

H1: Feelings of resentful and annoyance towards the mobile advertising is effective on audience's attitude toward mobile advertising.

In this hypothesis, also is used F test so the hypotheses H0 and H1 can be written as follows:

$$\begin{cases} H_0 : SigF \geq 0.05 \\ H1 : SigF < 0.05 \end{cases}$$

Considering that in $\alpha=0.05$ Significance level is less than 0.05 (equal to 0.000), so we accept H1 assume that is explained validity of mobile advertising is effective on attitude of audience towards mobile advertising.

As the table shows, according to the significant level of Pearson correlation coefficient, also can be reached this conclusion because significant level of Pearson correlation coefficient is lower than error level, so we accept H1 assume.

- Comparison the amount of importance of questionnaire variables

To investigate and compare the amount of importance and paying attention to the questionnaire variables compare the mean and Pearson correlation coefficient of variables, as can be inferred from the following table variable being entertaining of Mobile advertising has the highest level of importance and attention in responders opinion with a mean of 4 0.2956, and Pearson correlation coefficient 0.764 0 and Feelings of resentful and annoyance toward mobile advertising has the lowest amount of importance and attention in responders opinion with a mean of 1016.4 and Pearson correlation coefficient. 0.553 (Table 3).

Table 3

Comparison the amount of importance and attention to the questionnaire variables.

	Mean	Standard deviation	Pearson correlation coefficient
being entertaining of Mobile advertising	4 .2956	.71208	0 .764
Mobile advertising informing	4 .2904	.85331	0 .746
Mobile advertising validities	4 .1797	.76749	0 .672
Feelings of resentful and annoyance toward mobile advertising	4 .1016	.73257	0 .553

6. Conclusions based on hypotheses

Finally, after performing statistical tests on the data of 384 completed questionnaires, we reached to results as follows:

The main hypotheses: Result of the main hypothesis of this study show that people's attitudes are positive toward mobile advertising. As was observed in the fourth quarter due to the significant level is $\alpha = 0.05$, t_{α} , $df = 1$.645 (28 .739 > 1 .645) So H1 assumes accepted that suggest that people's attitudes is positive toward mobile advertising. In other words we can say that audiences like Mobile Advertising generally, so it is a good idea use mobile advertising. Previous research has shown that in Taiwan in 2008, has a negative attitude towards Mobile advertising, which this difference could be due to the type of culture, and being older than cell phone use in these communities.

Hypothesis 1: Test results of the first hypothesis of the study indicate being entertaining of Mobile advertising is effective in the audience's attitude toward mobile advertising. As was observed in the fourth quarter considering that in $\alpha=0.05$ Significance level is less than 0.05 (equal to 0.000), so we accept H1 assume that is explained speed in understanding usefulness of using banking services based on mobile. In this hypothesis, being entertaining of Mobile advertising is effective in the audience's attitude toward mobile advertising. The feeling of entertaining of Mobile advertising has a larger role in the overall attitude of audience towards advertising. The results of previous research shows that being entertaining of advertising not only has related with attitude, but also being more entertainers factor is leading to greater perceived value of advertised by the customer .

Hypothesis 2: Test results of the first hypothesis of the study indicate mobile advertising informing is effective in the audience's attitude toward mobile advertising. As was observed in the fourth quarter considering that in $\alpha=0.05$ Significance level is less than 0.05 (equal to 0.000), so we accept H1 assume that is explained indicate mobile advertising informing is effective in the audience's attitude toward mobile advertising. In this hypothesis, mobile advertising informing is effective in the audience's attitude toward mobile advertising. Means that the based mobile advertising informing is on time and at the appropriate time audience's attitude is positive towards it. That it is in line with research of, T Rock et al, and also in other countries emphasize on timely notification advertising.

Hypothesis 3: Test results of the first hypothesis of the study indicate mobile advertising validities is effective in the audience's attitude toward mobile advertising. As was observed in the fourth quarter considering that in $\alpha=0.05$ Significance level is less than 0.05 (equal to 0.000), so we accept H1 assume that is explained indicate mobile advertising validities is effective in the audience's attitude toward mobile advertising. In this hypothesis, the validity of mobile advertising, can affect the attitude of audience toward the mobile advertising, validity is one of criteria that will be considered for mobile advertising as reported in previous research by Neul, that credit of company has a direct effect on attitude toward advertising and brand (Atkinson and Ernest, 1991).

Hypothesis 4: Test results of the first hypothesis of the study indicate feelings of resentful and annoyance toward mobile advertising is effective in the audience's attitude toward mobile advertising. As was observed in the fourth quarter considering that in $\alpha=0.05$ Significance level is less than 0.05 (equal to 0.000), so we accept H1 assume that is explained indicate Feelings of resentful and annoyance toward mobile advertising is effective in the audience's attitude toward mobile advertising. In this hypothesis can be seen that feelings of resentful and annoyance toward mobile advertising is effective in the audience's attitude toward mobile advertising. In the research was conducted in 1996 by the Beaver became clear that the main reason that people have criticized of advertisement has been related to annoyance However, previous research results suggests that satisfaction or being lovable advertising has a positive effect on attitudes.

7. Suggestions

Considering the results of the research, and mentioned content in the theoretical part of the study, as well as obtained information from the completed questionnaire, the following suggestions are offered:

Creating databases to record information in the banks interest and requests of company customers in order to send correct message for specific individuals in other words personalize message.

Information and gain the trust of people towards SMS advertising. Here can define a special confirmation number for each bank that can be tracked by the customer and attract his/her trust.

Banks, marketers and mobile operators can introduce schemes such as having free charging or paying part of the cost of consumers' conversation, required personal information of producers, and marketers from volunteer consumers collected and stored in databases and individuals encouraged negotiating with the company and obtaining more additional information.

To create a material value for advertising messages till the audience will get benefits with receives the message.

Advertising messages should be short and clear, and written with the official language and also should be asked his/her permission not to causing resentment of audience.

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