

Original Article (Quantified)

eISSN: 2980-8359

Analysis of the Impact of Effectiveness of Media (Seda-va-Sima) Advertisement on the Extent of Consumers' Urge to Consume National Commodities

Abolfazl Danaei 

Associate Professor, Department of Management, Semnan Branch, Islamic Azad University, Semnan, Iran

Receive:

25 June 2024

Revise:

12 September 2024

Accept:

14 October 2024

Keywords:

Effective
Advertisement,
Marketing,
Media,
Consumption of
National Commodities,
Seda-va-Sima.

Abstract

The purpose of this research is to analyze the impact of effectiveness of media (Radio and TV) advertisement on the extent of consumers' urge to consume national commodities. This research is applicable in terms of purpose, and is a descriptive-survey research in terms of nature, which has been conducted as a field work. Statistical population of the research is the population of Mashhad city. Using Cochran formula, 384 people were selected as the statistical sample. In order to gather data, a researcher-made questionnaire with 61 questions was used. Content validity of the questionnaire was approved by 15 academic and practitioner experts in the field of advertisement and media. The reliability of the questionnaire according to Cronbach's alpha was 0.824. Also, SPSS and SPLS applications were used to analyze data. Results of the research indicate that effectiveness of media advertisement positively and in a meaningful manner affects consumers' urge to consume national commodities.

Please cite this article as (APA): Danaei, A. (2025). Analysis of the Impact of Effectiveness of Media (Seda-va-Sima) Advertisement on the Extent of Consumers' Urge to Consume National Commodities. *Journal of value creating in Business Management*, 4(4), 453-473.



<https://doi.org/10.22034/jvcbm.2024.463894.1405>

Publisher: Research Center of Resources
Management Studies and knowledge-Based Business

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Corresponding Author: Abolfazl Danaei

Email: a.danaei@semnaniau.ac.ir

Extended Abstract

Introduction

The economic sector in Iran is particularly vulnerable compared to other fields, largely because of the country's reliance on oil revenues and imports. Consequently, adversaries have recognized that economic sanctions against Iran could more effectively achieve their objectives (Motaqi & Motaqi, 2013). While many studies have explored resistance economy, consumption patterns, and specifically domestic product consumption, there has been little significant action to enhance and cultivate the purchase of domestic products through effective and targeted media advertising. Since one of the roles of mass media is commercial advertising, it is expected to raise public awareness, assist in decision-making, foster healthy competition among producers, and facilitate economic activity (Salhi & García-Villoria, 2015; Prieler et al., 2015). Media plays a vital role in advertising, cultural, and supervisory functions by creating a mental framework for accepting the necessity of reform and revising the allocation and distribution of resources and income (Hayek, 2015). Thus, there is a significant need for a coherent and coordinated advertising system that can effectively communicate and attract consumers to domestic products through different official and unofficial media channels. This study specifically explores the promotion of domestic product consumption through media advertising, aiming to determine whether the effectiveness of media advertising (Radio and Television) significantly influences consumer inclination towards domestic products.

Theoretical Framework:

Effective advertising is defined by its ability to attract the audience's attention, create memorable effect, stimulate purchasing actions, and awaken the audience's sensory reception (Rejón-Guardia et al., 2016). Because of cultural, political, social, and other contextual differences, advertising in Iran differs from that in other parts of the world. As a result, internal and localized influencing factors must be considered to determine its effectiveness. Two perspectives on consumer attitudes towards domestic versus foreign products exist: 1) Rational Processing Model: Consumers evaluate and select products based on rational processes. 2) Emotional Processing Model: This perspective suggests that product choice is influenced by emotional factors. For instance, factors like quality, price, accessibility, after-sales service, and availability of spare parts for domestic products are cognitive factors that drive inclination towards domestic goods. On the other hand, emotional factors such as national loyalty and ethical opposition to foreign products also play a role (Maison & Maliszewski, 2016; Zeugner-Roth, 2015). Motiee (2023) identified "national and organizational consensus," "geographical requirements," and "economic growth" as key features supporting domestic production, achievable with institutional support such as from Radio and Television. HajialiAkbari & Sadighian (2019) found that quality, price, product functionality, packaging, post-purchase regret, design, and warranty are the most significant factors affecting consumer decision-making for domestic products.

Methodology:

This research is applicable in terms of purpose, and descriptive-correlative in terms of data collection. The statistical population consists of Mashhad residents. According to the 2016 census, the population of Mashhad was 3,001,184, forming the research population. A sample size of 384 was determined using the Cochran formula. The measurement tool was a researcher-made 44-item questionnaire for assessing media advertising effectiveness, and a 17-item questionnaire for evaluating factors affecting consumer inclination towards domestic goods, based on a Likert scale with five options. Data analysis was performed using SPSS and

SPLS software, employing descriptive and inferential statistics. Descriptive statistics were used to investigate the respondents' demographic characteristics, and inferential statistics, structural equation, and path analysis were used to analyze data and test hypothesis.

Findings:

The main hypothesis showed that media advertising effectiveness (Radio and Television) has a path coefficient of 0.781 on consumer inclination towards domestic goods consumption. Thus, with 95% confidence, it can be stated that media advertising effectiveness significantly impacts consumer inclination towards domestic goods. Other secondary hypotheses were also confirmed, with path coefficients for various roles including: information features (0.594), advertising selection activities (0.506), advertising ranking (0.591), advertising engagement (0.623), advertising tools and visual methods (0.523), emotional features (0.498), motivational dimensions (0.522), overall advertisement viewing (0.618), internal vs. external product evaluation (0.642), consumer nationalism (0.705), and preference for domestic vs. foreign products (0.603).

Discussion and Conclusion:

The results indicate that media advertising effectiveness has a positive and significant effect on consumer inclination towards domestic products. This finding aligns with Hamidizadeh & Nourian (2013) regarding the impact of television advertising on customer attraction. The study's results are consistent with research by Naghdi et al., (2023), Motiee (2023), Bashokouh et al., (2023), and Sanaeimehr et al., (2021). Among the factors affecting advertising effectiveness, advertising engagement had the highest impact. This is because engagement directly addresses the mental involvement of the audience, leading rationally to higher effectiveness compared to other factors. Despite Roshandel Arbatani et al., (2010) not addressing the importance of identified metrics, this study clarifies their significance, with engagement, overall ad viewing, information features, ad ranking, advertising tools, and emotional characteristics being of notable importance. The position of emotional features in this study supports findings by Samsamshariatmm et al., (2007). Regarding factors influencing consumer inclination towards domestic products, the study aligns with research by Motiee (2023), Naghdi et al., (2023), Amiri et al., (2022), Haghighi & Hosseinzadeh (2010), Vadhanavisala (2015), and Maison & Maliszewski (2016), highlighting consumer nationalism as a crucial factor. The study suggests that Radio and Television should create various programs to emphasize domestic product consumption, thereby altering consumer preferences. Media should leverage advertising for Iranian products, prominently featuring them in visual content, series, and films to instill the value of domestic production. Emphasizing the benefits and advantages of domestic products and avoiding unnecessary advertising content should be prioritized. Advertising should be diverse and avoid repetition, and a culture of quality focus among domestic producers should be promoted.