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The study of factors influencing the use of small and medium enterprises, media advertising in Iran

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Abstract

One of the main indicators of economic development is the increase in supply and demand in the country. Naturally, provided that the increase in advertising demand and production increase is also influenced. Especially the promotion of national media that one of the benefits of achieving a much wider audience All the promo tools including overseas Persian-language networks (satellite) industry. Considering the role and importance of the media In order to promote the activities of small and medium businesses Also according to the survey conducted by the researcher, According to statistics provided by the Radio and Television and the Ministry of Industry, Mine and Trade, decline in the use of media propaganda among small and medium businesses are in the past five years. This process can increase the side-cause problems and difficulties. Therefore, this research was carried out to the pathology of this situation and projection

Keywords: small and medium-sized businesses, the media, advertising effectiveness, tend to the media.

Introduction:

One of the main economic sectors of most countries in the world, small and medium businesses. In Iran, small and medium enterprises having more than 60 percent of employment and 94% of firms are faced with many problems (Ghasemi). After World War II, were welcomed by an abundance of media And communication agencies with management issues, However, through study and find rules, were formed. Communications experts, media communication paths through which audiences is known. In this sense, the media should be very favorable for messages act as a passage without resistance. Media can be radio, television, newspaper, magazine or any communication path is going to make (cultural). In general, media or means of communication refers to the transmission by means of communication (Kaznv). We

live in an age that die as a row of media and new media are born. Nowadays, technological innovations volume so high that a list of all the new communication tools, it seems somewhat impossible. Recently, this technology is more beholden to the expansion of communication facilities Due to the emergence of new technical content through the integration of informatics methods with two-way communication approaches, etc. is obtained. On the other hand businesses to promote their corporate objectives have to use communication tools and media To introduce themselves and their products and services so that they can compete in the process, and to maintain their survival. Thus, given the broad impact of the media all business units ranging from small, medium and large Must have the ability to run ads through this promotional tool. The results of the study show the presence of small and medium business enterprises and institutions That many small and medium-sized firms in the past five years have trimmed the presence of many Or gradually been removed from the national television advertising This can weaken the hand and provide the type of production units Domestic production is actually caused And the other advertising budgets this group of professionals and industries to overseas Persian-language satellite channels Or other advertising media depart It is obvious that the media viewer is not part of Iranian consumer population. Due to the large coverage area while national ads on TV could attract a general audience or specific audience (different age groups, sex, education, etc) provide. So in order to attract small and medium business units and owners of small businesses to embrace television advertising, It is essential to be examined reasons for their absence

Theoretical basis of research:

Advertisements in the general development of the world, in all the current affairs of human activities, including scientific, cultural, economic, political, social, personal and collective impact is abundant. Taro fabric of human life is tied ads at all. Advertising is a necessity in a positive way and the truth and the logical connections (Motavali). The main mission of an advertiser, access to potential customers and the impact on knowledge, attitudes and behavior of their purchase. They spend too much cost to people and markets towards self-interested hold. The aim of advertisers earn enough usable and reliable market data to provide accurate identification of potential buyers

And finally finding the means and common symbols to communicate with them. It is necessary to study consumer behavior. Emotional and mental processes and physical activities People who buys goods or services and use them to meet a specific need (Arnes, 1996). For many managers only meaningful goals promotional programs, sales. They believe that the only reason that companies spend large sums for advertising their promotional activities to increase sales of its products and services company. Most logical choice for investment managers that are based on a common economic and financial criteria such as return on capital compared. Determine the return on that spending will be followed in the field of advertising is difficult. This group of managers believe that the objectives of increased sales (sales oriented), people who are involved in advertising and promotion to the idea looks Promotional and advertising program designed to see how they lead to increased sales (George Belch, Michael Belch, 2001). It should be noted that the sale of a company subject to many factors and variables like technology, economics, product quality, price, competition is advertising and promotion. Poor sales may be due to several reasons such as design or poor quality products, packaging, distribution or pricing is.

Ads will only be customers and make them aware of the product (merchandise) for the interested. But it can not force them to buy products, especially if the goods are not available or pricing from competitors higher prices of goods (Dar al, 1976). Another problem that has arisen is in relation to sales targets Advertising effectiveness often happens that in the long run. The money spent on advertising is not necessarily an immediate effect on sales, Because some experts believe that advertising has slowly show their effect. Advertisements may not be aware of, or interest, positive attitudes and create favorable than corporate brand, But this feeling as long as the customer to refer the market to buy goods, the result will have no impact on sales.

Factors affecting advertising and advertising effectiveness

At first this may seem a very strict assessment, What the results and findings of research on thousands of ads in different decades been achieved. The results of the survey, only half of commercials and ads have been fruitful. This means that a positive impact on how consumers buy the brand or product by it or not.

In addition, a small share of advertising seems to actually have a negative impact on the purchase. How is it possible that these claims are true? Do advertising agencies do not intend to produce excellent products? Does not require consumers to effective advertising and perfect?

Of course they are, yes, but, with the obstacles encountered. Unlike all other industries in the world advertising industry, influenced and guided by feedback loops are anonymous, Reliable feedback or criticism and protest against their products without interest . First, a few ads or banners will be tested among consumers The number of consumers, according to some estimates less than one percent of the total. So, no one, no institution or individual can not know whether or not the product is a good thing in the water. If someone does not know why and how promo was good or bad can be determined that the ad could be better?

In the second stage, when the advertisement is published what then happens in sales (potential feedback loops). Is considered a very poor indicator for the impact of advertising Because there is always much more to influence Including competitive activity, inventory, weather, economic trends, the impact of advertising, pricing and so on. Third, some feedback is confusing and misleading Among them: the customer's preferences and prejudices and the institutes, the views of the customer wife, feedback from intermediaries and brokers, feedback and extremist people like it . According to this description, in this part of the review of the research literature, to review and analyze the determinants of advertising effectiveness or in other words the factors influencing advertising effectiveness in throughput.

Advertising and consumer behavior

The main mission of an advertiser, access to potential customers and the impact on knowledge, attitudes and behavior of their purchase. They spend huge cost to interested individuals and their markets to hold The aim of advertisers earn enough usable and reliable market information In order to provide accurate identification of potential buyers, eventually finding the means and common symbols to communicate with them. It is necessary to study consumer behavior. Emotional and mental processes and physical activities People who buys goods or services and use them to meet a specific need (urns, 1996).

Proctor et al (1982) found that the main objective analysis of consumer behavior, justify and explain certain behaviors that they exhibit the specific circumstances of the day. In fact, this analysis seeks to identify factors influencing consumer behavior, especially the economic aspect, Social and psychological, which can ultimately please help in making the right marketing strategy. The analysis of consumer behavior helps a possible orientation can not predict consumer behavior, Suitable for product development process to identify the characteristics of other communication methods can be used to understand and Client as a variable in the analysis of consumer behavior in the chain of marketing activities will be considered.

Uncontrollable variables that aspect of interpreting what the physical characteristics of the product or service and its appearance and What mental image of its aspects, the social and psychological tendencies are each consumer (Dunn, Barbn 1987). Sometimes in some situations, the importance of motivation, perceptions, attitudes and beliefs consumer is completely ignored. But it is clear that in many cases consumer behavior in these patterns are not anticipated. That is why the analysis of customer behavior as another tool used to simplify the complexities of marketing activities (Arnes, 1996).

TV commercials

TV advertising is a big business. Site "Advertising Age" reported that in 2001, 6.18 billion dollars and 3.10 billion dollars advertising on network TV advertising has cable TV. Federal Communications Commission (FCC) also reported that in 2002 more than 41 billion dollars has been spent on broadcast television advertising in the United States. This year, General Motors 8/777 of millions of dollars spent on television advertising in the TV network.
Procter & Gamble Co., Johnson & Johnson 7/723 million dollars and 471 million dollars. This is despite the fact that these companies and their rivals also spent a lot of costs are advertising on cable TV. TV advertising time is highly expensive. Most television programs, get high prices for the inclusion of advertising in their applications. In autumn 2003 NBC network through their advertisement in the program did Thursday night, Income was very high. For a series of 30-second ads, the company Fryndz 473 thousand and five hundred dollars and Will & Grace 414Hzar and received $ 500. The price of this campaign, The main program will depend on the number of viewers . It is known that these prices are only rich companies can achieve TV advertising. The price of this campaign, The main program will depend on the number of viewers. It is known that these prices are only rich companies can achieve TV advertising. According to the investigation, particularly television advertising in prime time television, only the top 100 companies belong to, because only large companies that can be used for 30-second ad on network CBS, Pay $ 324/310 or 30-second ad during the period of one day to three times more than a million dollars. But what determines the most money for advertising? The answer is that ranking, in order of ranking is that centers such as the Center for Media Research Nielsen (Nielson). Each week, viewers of television programs on the basis of their class and classification. This statistic is based on the percentage of viewers. According to the center, for example, at the beginning of September 2003, approximately 4/108 millions of American households have television audience. A popular program that can give your audience a large number of the population; For example, in the last week of December

2003 the program "Everyone loves Raymond," CBS's network 9/4% of this amount, roughly 14 million people to attract audience The cost of 30-second ads in the app, about a quarter of a million dollars. So, as William Baker and George have in common: "TV advertising, trade through the provision of application. Television advertising, trade or sell selling advertising time to advertise, But TV ads simply by collecting and selling commercial audience, In simple terms, the TV business in America is dealing eyes. " TV channels also do not care for the quality of its programs and That's why sometimes acceptable and quality programs are deleted, For good or bad a program for television networks does not matter. TV quality is concerned, the only thing that matters is attract more audiences. Dsart Baker write: "for player programs, viewers are converted into a series of numbers And the money that it receives network of financier programs, per capita means that for any given viewer . So based on market model, programming is only one function: the program should be any number that can attract more audience. The only criterion is that it can attract more people to achieve their economic goals programmers. " he most important and most common indicator to define the size of small firms and the average number of employees is firm . Although this index is different in different countries of the world in terms of numbers Many countries SMEs in terms of the number of workers in a certain range of one to two hundred and fifty employees define (Vakili).

Literature Review:

Maro Vlachopoulou, Fotini Patsioura and Vicky Manthou (2009) In an article entitled "The new advertising model, advertising effectiveness for corporate web sites: relationship marketing approach." Which was published in 2009 in the International Journal Bench marketing Emerald is available at the Web site, That it had conducted a study abstract is as follows: The aim of this paper is to present conceptual framework for evaluating the effect of overall performance Corporate advertising web site advertising and marketing communications to multiple targets them. In particular, communication policies, customer feedback and support to identify their share in making or influencing advertising effectiveness is assessed. Data from a survey of 160 undergraduates and graduate, The findings represent important aspects of the participants' behavior based on actions, activities, preferences and intentions are.

The results, relationship marketing factors influenced a lot by qualitative indices show the effectiveness of specific advertising. Abhilasha Mehta and Scott C. Purvis, a paper entitled evaluate advertising effectiveness through modeling reply in 1994, Consumer psychology conference in Minneapolis, presented the abstract it is as follows: "As much as evaluative measures such as reminders are important copy, call for ideas for advertising are higher, Questions about the relevance and value of a commercial or advertising communication there And how they are used and detailed information that these additional measures will lead to the interpretation of sometimes contradictory information. In this paper, a novel modeling technique is presented reply Several measures are used today to integrate meaningful way, and that its application, Can lead to a better understanding of how spread "(Abhilasha Mehta and Scott C. Purvis, 1994). Mike T. Bendixen, in the article published in 1993 in the European Journal of Marketing,

The specific objectives of the advertising campaign may be different forms that all of these goals to aim higher customer responses helps organizations Until they reach sales targets profitable in the long run.

Understanding the effect of advertising and its effectiveness in terms of productivity advertisers help the efficient allocation of marketing budget. It also contributes significantly to objectively measure the effectiveness of advertising agencies in providing core services that helps. The aim of the research in this paper is to develop an effective advertising model and demonstrate its practical utility; (Mike T. Bendixen, 1993).

Mr. Mohammedan and Abbasi article entitled "The relationship between consumer attitudes to websites and online advertising effectiveness" examines the relationship between attitude and effectiveness are addressed. The abstract states that "this study is to investigate the relationship between the attitude of consumers to websites and Internet Advertising Effectiveness, to test four hypotheses explored. The population of this paper consists of 248 postgraduate students of Shiraz University in the academic year was 86-85. Consumers who have a positive attitude to the website, to consumers who have a positive attitude, have considered more benefits for internet advertising. On the other hand, they also have more disadvantages of respect for internet advertising. Finally, consumers have shown that TV advertising more than internet advertising. The results of this study show that the complex picture of internet advertising for advertisers hope will be useful Internet (Abbasi et al., 99-119). The most effective way of advertising when the engine and new products, These days, due to its growth and expansion, have been threatened; Because of the extent of publicity has been less attention to commercials, The advertising, thus reducing the ability for spatial capacity in the minds of customers. The important thing is that the ads for companies to also have efficiency and effectiveness of the components. Thus, this article wants to access this knowledge and identify ways to increase the productivity advertising. In this article, there are some general conclusions, because expanding the research conducted for this study refers only to the interpretation of market-related factors "(Mohamadian et al., 2000).

The impact of conflict on advertising effectiveness research and environmental standards; In 2002, by Sandra Connors, meet customers based advertising model framework has examined the possibility of complexity Which focuses only on cognitive and emotional responses and behavioral responses will not be evaluated. Analysis is based on ANOVA analysis. As well as research on advertising effectiveness interaction effect; In 1997, by David Fortin in order to identify variables influencing customers' attitudinal and behavioral responses to advertise been targeted. In this study, a model called multistage model is effective interactive effect Advertising has been introduced. This model of different ways to confirm or deny its various elements have been tested.

Practical suggestions for managers of small and medium-sized businesses:

1-recommended media about the effectiveness of their ads,

2. encourage firms to increase the effectiveness of television advertising media and recommended The media on a variety of programs to attract audiences to take appropriate measures.

3. Considering that the tendency to use new media for advertising purposes, such as the Internet, satellite etc has increased Recommended accommodations for television advertising to attract small and medium enterprises granted

4 -Br, according to research firms believe that many advertising companies are weak in the design and implementation of advertising messages It is recommended in the field of creativity and innovation necessary to undertake Given that construction costs are very high and unconventional promotional teaser, Better advertising companies use to attract more customers from more reasonable prices.

Conclusion:

Analyzing the reasons for the reluctance of small and medium businesses to take advantage of media advertising concept Recent research has been less discussed. In this study, the factors influencing this issue was discussed and finally approved The factors affecting it are wanting. Recommended application offers a collection of mass media about the effectiveness of their, Study is to assess the effectiveness of the action and its results are available to firms To encourage them to use media advertising. Lack of access to a number of case studies to enhance the generalization Results of the main limitations of this study are considered.

Research proposal:

The researchers recommended for future investigations following:

It is recommended that in-depth studies and a career in the pathology, Special model designed for this type of advertising firms, modeled to increase the effectiveness of different advertising model and so do these types of firms. According to the analysis, we can mention the following research topics for future research, we propose:

- Design a comprehensive process of advertising for small and medium businesses
- Research project to identify and rank the factors influencing advertising effectiveness for small and medium-sized firms.
- Identify and rank the barriers to implementation of media campaigns for small and medium-sized businesses

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