

INNOVATIONS

The relationship between television promotion and consumer purchasing decisions-A field study

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Abstract

The research is concerned with studying the relationship between TV promotion and consumer purchasing decisions, and aims to determine the type of relationship TV promotion and consumer purchasing decisions, the extent to which TV promotion programs are watched, and the motives for watching TV promotion programs, factors affecting the purchasing decision, motives for making purchasing decisions, and the extent of the impact of TV promotion In the purchasing decision, the questionnaire tool was used, which was distributed to a sample of (200) male and female individuals from downtown Baghdad, and the questionnaire was used as a research tool to obtain the information that was unloaded in the statistical program spss using the various statistical transactions to test the hypotheses, and the research reached to Several results, including there is a good follow-up rate for TV promotion programs, the more to watch is to obtain information and learn about goods and services, and the most important factors affecting the sample in making the purchasing decision are past experiences and the highest percentage obtained by the purchase motive, methods of persuasion in promoting the commodity, and the existence of a correlation relationship A function between the extent to which promotion programs are viewed and consumer purchasing decision-making, proving the second hypothesis There are differences for the demographic variables of the sample towards watching TV promotion programs with the exception of the gender variable, and that TV promotion has an effect on purchasing flight, and the program's content and idea are the most important elements influencing the purchasing decision of the consumer, and the third hypothesis has been proven that there is a significant correlation between the effect of TV promotion on the decision Purchasing and demographic variables for the sample.

Keywords: 1.Buying, 2.Television, 3.Field, 4.Promotion, 5.Consumer.

Introduction

Television is one of the important means used in promoting to other means, and the demand for television has increased by advertisers because of its advantages that contribute to the speed of promoting a good or service because of its effective impact as it addresses the sense of hearing and sight (Sadiq, 2012, p. 13). Television promotion is a vital means of selling goods and products, and it has gained a great public turnout because of its influence in persuasion and obligation. articles, magazines, newspapers, newsletters, television and radio programmes, and bulletins of professional organizations and bodies. (norris&herxheimer, 2005)

Television promotion affects the purchasing decision of the consumer, which is the set of stages that the consumer goes through during his values by choosing the commodity he wants to buy (Al-Sumaida'i& Youssef, 2007). , p. 3). Who has many alternatives and choices that he has to evaluate and

make the purchasing decision, the study here deals with the relationship between television promotion and the purchasing decision of the consumer.

Theoretical Framework and Review of Literature

Television is characterized by several characteristics that make it distinguished in the places of promotion and advertising, as it has the ability to broadly cover large segments of the audience, as it creates a family atmosphere for the family through direct communication. (Al –Amri, 2017,P. 91- 92).

Television promotion focuses on the positive aspects of the commodity to motivate consumers to make a purchase decision, and give a good image of the advertiser and his product (Ali, 2015, p. 16).

Television promotion aims to change or strengthen consumers' attitudes, and make them take positive or negative attitudes towards the service or commodity, and one of its objectives is also to perceive the consumer and form a good impression on him about the commodity and the company producing it by focusing on the benefits and advantages, and increasing sales (Fraih, 2019). p. 26).

The media outlet also has goals that it seeks to achieve through promotion, which is persuasion of the communicative message about the product and achieving the desired response from the impact, so the goal must be clear with the provision of evidence and evidence and the recurrence of the promotional content, in addition to its use of persuasive solicitations targeting values and containing basic and physiological needs The individual's social life (Shaban, 2016, p31).

Promotion is one of the most important marketing rings for products and contributes to economic growth, at a time when the world is witnessing technical development in promotion methods with high rates of income and spending, and after television is one of the most important methods of promotion because of the features of movement, image, sound, colors, ease of use and access to the largest number of People (Shaban& Hussein, 2018).

It is also characterized by its ability to identify the targeted sectors of promotion by selecting the times for displaying promotional programs during the presentation of women's programs or family programs (Al-Rubai, 2008, p. 17). Television affects the consumption behavior of the individual in addition to the presence of internal and external factors that affect his behavior, the most important of which are motives, cognition, level of learning, culture, family, reference groups and demographic data (Al-Awadly, 2006, p. 204). It affects the purchasing decisions of the consumer and his attitudes towards consumption.

Studies indicate that purchasing decisions are often made unconsciously as a result of the deception methods used in promotion, and the purchasing decision represents the consumer's desire to obtain a certain benefit, and the consumer goes through different steps to choose the commodity in the end (Babker, 2017, p. 23). It is also the final decision to obtain a particular service.

Stages of making a purchasing decision:

First, the pre-purchase stage, which includes:

The stage of feeling the problem that precedes the purchase, as the consumer feels that there is a problem that needs to be solved, and then begins to collect information about the product.

- The stage of collecting information about the commodity that the consumer wants to obtain, which he has from his previous experiences or from family, relatives, friends and acquaintances, or from external sources from commercial advertisements or commercial establishments (Al-Awadly, 2016, p. 204).

- The stage of evaluating the alternatives is determined after collecting the information, and the selection is based on quality, efficiency and consumer desires (Abdullah, 2016, p. 91).

Secondly, the purchase stage. Here, the consumer makes a purchase decision for the commodity that meets his desires, after he compares the alternatives and the information he has collected about the product (Atani, 2018, p. 116).

Research problem

The research problem is summarized in the question: What is the relationship between TV promotion and consumer purchasing decision?, Television promotion is one of the means of advertising of goods, products and ideas, and institutions rely on it to distribute their products. Television programs are now employed heavily for promotion and advertising. The importance of research lies in studying the importance of the promotion sector and the growing interest in it in the economic field, and studying

the impact that promotion has on consumer behavior and purchasing decisions. Towards existing goods, and television is one of the most influential media in the public, changing their attitudes and changing their behavior and ideas. The research is concerned with determining the relationship between television promotion programs and consumer making various purchasing decisions.

Research objectives

The research seeks to achieve the following objectives:

- 1- Determining the type of relationship, television promotion, and consumer purchasing decisions.
- 2- Determine the extent to which TV promotion programs are watched.
- 3- Determine the motives for watching TV promotion programmes.
- 4- Factors affecting the purchasing decision.
- 5- Determine the motives for making the purchasing decision.
- 6- Clarify the impact of TV promotion on the purchasing decision.
- 7- Distinguishing the role of TV promotion in making the purchasing decision.

Hypotheses

The first hypothesis: There is a significant correlation between the extent to which promotion programs are viewed and consumer purchasing decision-making.

The second hypothesis: There are no significant differences between the demographic variables towards the extent to which TV promotion programs are watched.

The third hypothesis: There is a significant correlation between the effect of television promotion on the purchasing decision and the demographic variables of the sample.

Materials and Methods

The research is one of the descriptive studies that depend on an accurate description and description of the phenomenon, and used the survey method, which is a method of collecting information and data about the phenomenon, through which it is possible to identify the characteristics of the sample and the factors affecting them (Salah, 2018, p. 15).

The research community was chosen from the city of Baghdad, and the sample was from the city center using the intentional sample of those who watch TV promotion programs. The sample was limited to (200) males and females from the city of Baghdad with different social, cultural and economic characteristics, The research tool used a questionnaire in which axes were developed that included questions that achieved the objectives of the research, and a triple Likert scale was used with weights (agree, neutral, disagree), and the search tool was distributed to them and retrieved by 200 forms, And stability was tested using Cronbach's alpha coefficient of (76.00).

The research time limits are from 1/1/2021- 31/12/2021. And the spatial boundaries The spatial boundaries of the research in the city of Baghdad.

The statistical program spss was used to unload the data into the statistical tables that included frequencies and percentages, the Pearson correlation coefficient was used to test the correlations, and ch2 was used to measure the differences in the sample and test hypotheses, and Cronbach's alpha test to measure stability.

Results

Table 1 shows that the percentage of females is (51.1%), while the percentage of males is (48.5%), and among the age groups is the category (31-40) that got the highest percentage (40.5%), followed by the category (41-50) with a percentage of (26%), and that The highest percentage of the sample are holders of a bachelor's degree with a percentage of (32), followed by a category of higher degrees with a percentage of (26%), and the majority are from the category of average living level with a percentage of (53%), and those with a good standard of living account for their percentage (32%).

Table 1 .The demographic variables of the sample

Details	Categories	Number	Percentage
Type	Males	97	51.5
	Female	103	48.5
age categories	20-30	17	8.5
	31-40	81	40.5
	41-50	52	26
	51 or more	50	25
Educational level	middle	12	6
	preparatory	32	16
	diploma	40	20
	college	64	32
	higher degrees	52	26
standard of living	Good	64	32
	middle	106	53
	weak	30	15

Table 2 shows the extent to which the sample watched TV promotion programs, that the majority of the sample sometimes watch TV promotion programs (48%) with a total of (96), and the percentage of those who watch promotion programs always (41.5%) with a total of (83), while those who rarely watch programs are (10.5%) with a total of (21).

Table 2. Indicates the extent to which TV promotion programs are watched

How often do you watch the TV promotion	duplicates	Percentage
Always	143	51
Sometimes	127	45.4
Scarcely	10	3.6
Total	200	100

Table 3 shows that the majority of the sample have motives (obtaining information) and (getting to know goods and services) by (33.5%) with a total of (67), and the percentage of those who watch TV promotion programs motivated by entertainment and entertainment by (33%) with a total of (66).

Table 3.Sample viewing motives for TV promotion programs

Motives for watching TV promotion	duplicates	Percentage
Leisure and entertainment	66	33
getting information	67	33.5
Learn about goods and services	67	33.5
Total	200	100

Table 4 shows that the most important factors affecting the sample are previous experiences with a percentage of (29.5%) with a total of (59), and television promotion by (21%) with a total of (42), and the sample percentage came from being affected by the information they collected (19%) with a total of (38). The family came as an influential factor in the purchasing decision with a percentage of (17%) with a total of (34), while the factor of friends came with a percentage of (13.5%) with a total of (27).

Table 4. Factors affecting the purchasing decision of the consumer

Factors affecting the purchasing decision	duplicates	Percentage
family	34	17
friends	27	13.5
Previous experience	59	29.5
Information you collected	38	19
TV promotion	42	21
Total	200	100

The results of Table 5 show that the highest percentage of the purchase motive (persuasive methods in promoting the commodity) was (29.5%) with a total of (59), and the motive (the methods of attraction used in promotion) obtained (25.5%) with a total of (51), while the motive of (the methods of attraction used in promotion) obtained a percentage of (25.5%) with a total of (51). (The need to obtain the commodity) scored (16.5%) with a total of (33), while imitation of others obtained a percentage (14.5%) with a total of (29), and the motive was (the desire to acquire the commodity) by (14%) with a total of (28) .

Table 5. Motives for consumer purchasing decision

Motives for the consumer's purchasing decision	duplicates	Percentage
Desire to purchase a commodity	28	14
The need to obtain the commodity	33	16.5
Attraction methods used in promotion	51	25.5
Methods of persuasion in promoting the product	59	29.5
imitate others	29	14.5
Total	200	100

It is clear from the results of Table 6 the impact of television promotion on the purchasing decision that the highest percentage of the answer obtained sometimes is (46.5%) with a total of (93), and the total of those who answered (47) with a percentage of (23.5%), and the answer is rarely and does not affect the number of questions in the total number of answers (30) at a rate of (15%).

Table 6. The effect of TV promotion on the purchasing decision

The effect of television promotion on consumer purchasing decision	duplicates	Percentage
Always	47	23.5
sometimes	93	46.5
Scarcely	30	15
Does not affect	30	15
Total	200	100

Table 7 shows that the content of the promotional message is the most influential factor in the purchase decision of the consumer by (33.5%) with a total of (67) from the sample point of view, while (28%) with a total (56) of the sample indicated that the idea of the promotional message is the most influential element Regarding the purchasing decision, as for the characters presented to the program, they got a percentage (20.5%) with a total of (41), and the visual and audio effects accounted for (18%) with a total of (36) of the factors affecting the purchasing decision of the consumer.

Table 7 Factors affecting the purchasing decision of the consumer

Factors affecting the purchasing decision of the consumer	duplicates	Percentage
Content of the promotional message	67	33.5
Characters introduced to the program	41	20.5
Visual and audio effects	36	18
Promotional message idea	56	28
Total	200	100

The results of Table 8 show that the majority of the sample are neutral towards the phrase (TV promotion contributes to making the purchasing decision) with a percentage of (29%) with a total of (58). 49.5%) with a total of (99), and (48.5%) with a total of (97) agree with the statement (TV promotion stimulates your desire to buy), and (51%) with a total of (102) agree with the statement (TV promotion offers different alternatives to products). As for the phrase (TV promotion leads to an increase in consumption as a result of the multiplicity of choices), (52%) with a total of (104) agree with it, and (39.5%) with a total of (79) agree with the statement (it was decided to buy products that you do not need that were promoted from television), and a percentage (54.5%) of a total of (109) agree with the statement (do not depend on TV promotion to make a purchase decision), and as for the phrase (promotional messages have persuasive means to make a purchase decision), the majority of the sample are neutral with a percentage of (38%) with a total of (76), and (44.5%) of a total of (89) agree with the statement (TV promotion programs are shown at inappropriate times, sometimes).

Table 8. The role of TV promotion in consumer purchasing decision

phrases	I agree		neutral		I don't agree	
	repetitions		repetitions		repetitions	
TV promotion contributes to the purchasing decision	102	51	58	29	40	20
TV promotion makes it easy to get the information you need about the product	99	49.5	48	24	53	26.5
TV promotion stimulates your desire to buy	97	48.5	57	28.5	46	23
TV promotion offers different alternatives to products	102	51	53	26.5	45	22.5
Television promotion leads to increased consumption as a result of multiple choices	104	52	60	30	36	18
You decide to buy unneeded products that have been promoted on TV	79	39.5	70	35	51	25.5
Do not rely on TV promotion to make a purchase decision	109	54.5	53	26.5	38	19
Promotional messages have persuasive means to make a purchase decision	76	38	58	29	66	33
TV promotions are shown at inappropriate times sometimes	89	44.5	56	28	55	27.5

Table 9 shows the arithmetic mean and standard deviation of the measure of the role of TV promotion in making the purchasing decision, and that the arithmetic mean of the phrase (TV promotion contributes to making the purchasing decision) is (2.310), which is higher than the hypothetical mean (2) and the standard deviation value (0.785), The arithmetic mean of the phrase (TV promotion

facilitates the process of obtaining the information you need about the product) is (2.230), which is higher than the value of the hypothetical mean (2) and the value of the standard deviation (0.843), and the mean value of the phrase (TV promotion stimulates your desire to buy) It is (2.255), which is higher than the value of the hypothetical mean (2) and the value of the standard deviation (0.808), and the arithmetic mean value of the phrase (TV promotion offers different alternatives for products) is (2.285), which is higher than the value of the hypothetical mean (2) and the value of the standard deviation (0.810), and it is clear that the arithmetic mean value of the phrase (TV promotion leads to an increase in consumption as a result of multiple choices) is (2.340), which is higher than the hypothetical mean value (2) and the standard deviation value (0.766). Promote it from For TV), the arithmetic mean value is (2.140), which is higher than the hypothetical mean value (2) and the standard deviation value (0.795), and the arithmetic mean value of the phrase (it does not depend on television promotion in making the purchase decision) is (2.050), which is higher than the mean value Hypothesis (2) and the value of the standard deviation (0.843), as for the phrase (promotional messages have persuasive means to make a purchase decision), the arithmetic mean value is (2.355), which is higher than the value of the hypothetical mean (2) and the standard deviation value (0.782), and the arithmetic mean value The expression (TV promotion programs are shown at inappropriate times sometimes) is (2.170), which is higher than the value of the hypothetical mean (2) and the value of the standard deviation (0.833).

Table.9The arithmetic mean of the role of television promotion in consumer purchasing decision making

Phrases	mean	standard deviation
TV promotion contributes to the purchasing decision	2.310	0.785
TV promotion makes it easy to get the information you need about the product	2.230	0.843
TV promotion stimulates your desire to buy	2.255	0.808
TV promotion offers different alternatives to products	2.285	0.810
Television promotion leads to increased consumption as a result of multiple choices	2.340	0.766
You decide to buy unneeded products that have been promoted on TV	2.140	0.795
Do not rely on TV promotion to make a purchase decision	2.050	0.843
Promotional messages have persuasive means to make a purchase decision	2.355	0.782
TV promotions are shown at inappropriate times sometimes	2.170	0.833

Hypotheses

The first hypothesis: There is a significant correlation between the extent to which promotion programs are viewed and the consumer's purchasing decision-making

Table 10 shows that the value of the Pearson correlation coefficient is (0.164) and the value of the level of significance is (0.02), which is smaller than the significance level (0.05), which indicates the existence of a significant correlation between the extent of viewing promotion programs and making the purchasing decision of the consumer.

Table10The relationship between viewing promotion programs and consumer purchasing decision

Variables	Pearson value	morale level	relationship type
Extent of viewing promotion programs and making a purchasing decision	0.164	0.02	function

The second hypothesis: There are no significant differences between the demographic variables towards the extent to which TV promotion programs are watched.

The results of Table 11 show that there are differences between the gender variable towards watching TV promotion programs, as the value of chi is (0.180) and the degree of freedom (1) at the level of morality (0.671), while the age variable indicates that there are differences towards watching TV promotion programs, as the value of chi is equal to (41.080) and the degree of freedom equals (3) at the level of morale (0.000), and there are differences between academic achievement and watching television promotion programs, as the value of chi equals (39.200), the degree of freedom (4) and the level of morale (0.000), and the results indicate that there are significant differences between The standard of living and watching TV promotions with a value of chi (43.480) for the degree of freedom (2) and the level of morale (0.000).

Table 11 The relationship between demographic variables towards the extent to which TV promotion programs are watched

demographic variables	Ch ² value	degree of freedom	morale level	relationship type
Type	0.180	1	0.671	nonfunction
Age	41.080	3	0.000	function
Academic achievement	39.200	4	0.000	function
standard of living	43.480	2	0.000	function

The third hypothesis: There is a significant correlation between the effect of television promotion on the purchasing decision of the consumer and the demographic variables of the sample.

Table 12 shows that there is no significant relationship between the effect of television promotion and the gender variable with a value of chi (0.180) at the level of morality (0.671) with a degree of freedom (1), and there is a significant relationship between the effect of television promotion on the purchasing decision and the age variable with a value of chi (41.080) at the level of morality. (0.000) with a degree of freedom (3), and the results indicate that there is a significant relationship between the effect of television promotion on the purchasing decision and the academic achievement variable with a value of chi (39.200) at the level of morality (0.000) with a degree of freedom (4), and there is a significant relationship between the effect of television promotion on the decision Purchasing and living level variable with a value of chi (43.160) with a level of significance (0.000) with a degree of freedom (2).

Table 12 The relationship between the effect of television promotion on the purchasing decision of the consumer and the demographic variables of the sample

demographic variables	Ch ² value	degree of freedom	morale level	relationship type
Type	0.182	1	0.674	nonfunction
Age	41.080	3	0.000	function
Academic achievement	39.200	4	0.000	function
standard of living	43.160	2	0.000	function

Discussion

The results of the research show that the content of the promotional message is the most influential factor in the purchasing decision of the consumer, which is in agreement with the study (Mojahedi and Naas, 2018) “studying the impact of Signal advertisements displayed on non-local channels on the purchasing decision of the Algerian consumer towards him,” which aimed to know The impact of Signal advertisements displayed on non-local channels on the purchasing decision of the Algerian

consumer in the city of Chlef, and in line with the study in the result of the research that the content of the promotional message is the most influential factor in the purchasing decision of the consumer, and there is an indication of a significant correlation between TV promotion and the purchasing decision of the consumer, which is Consistent with the study (Aishouch& Abbas, 2018) “home shopping channels and their impact on the purchasing decision of the final consumer, a case study of a sample of consumers in the Algerian community,” which reached a statistically significant correlation between home shopping channels and the consumer’s purchasing decision, and a good percentage was identified. For TV promotion programs, which is similar to the study (Takieh, 2014) “TV advertising and its impact on consumer behavior”, and to identify the role of TV advertising in influencing Regarding the decisions of the media students, the research reached results, including that most of the respondents watch TV advertisements in varying proportions according to their demographic variables. The respondents prefer watching the lyrical advertisement.

Conclusion

We conclude from the research that viewers tend to watch promotional programs offered by television with regard to advertising products and services, and this comes through broadcasting advertisements through the presented media material or television programs, in addition to the factor of repeat display of advertisements and repeat viewing, and the motive of viewing is due to the viewers’ desire to obtain On the information about the products and services offered by the advertisements and getting to know the products in the market, the viewers depend on their previous experiences in making the purchasing decision. Also, the advertisements and television promotion programs that present product offers affect the purchasing decision of the consumer, and that the sample members are motivated to buy out of the methods of persuasion that are presented In promoting the commodity to influence the consumer, it includes the design of the advertisement in an attractive way, the use of images, colors, music and words that affect the feelings of the consumer. Purchasing with intermediate variables represented by demographic variables The content of the program and its idea are the most important elements influencing the purchasing decision of the consumer.

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