



## EFFECTS OF ADVERTISING COMMERCIAL CLEANSER OF KAFF COMPANY ON KARAJ'S CONSUMERS

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### ABSTRACT

Increasing competitive conditions in the Iranian market in recent years and accelerating the process of privatization and provision of financial and credit assistance caused that the companies' needs to be more active in marketing and commercial advertising increased. By looking at the overall budget in most large and also small companies we could observe that significant amounts have been allocated to advertising costs; so that if we compared it with other costs, such as human resource costs, requirements, salaries, wages, etc., this amount is so much distinct. Therefore, given the high amount of these costs these days, worldwide companies have been evaluated the advertising performance so that they can manage the expenditures correctly and purposefully, thereby achieving their ultimate goal. The subject of this research was to investigate the effect of the advertising of commercial cleanser products of Kaff company consumers' behavior. This applied purpose research and uses the descriptive-survey method. The samples were users who used a sanitary cleanser and sanitary products from Kaff Company in Karaj, that the number of them was unlimited. The sample size was determined using Morgan table 384 people and according to the statistical population that was scattered using the available sampling method. To collect the data, a questionnaire consisting of 26 questions based on Likert scale was used. In order to test the hypotheses, the binomial test was used. The studied model applied the Aida model concept, and thus the independent variable is advertising, and the dependent variables include attracting attention, interest, desire, and purchasing. The studied results showed that the Kaff company's advertising business has had a significant effect on attracting attention, create inclination and interest in consumers, and act to buy the production by consumers.

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## 1. INTRODUCTION

Marketing is an emergent science that its history related to the twentieth century and has less precedence in Iran, and it is not more than 50 years. Despite the people's thoughts, marketing does not merely mean cross-sectional and short-term efforts to sell unsold and junk goods, but a set of

productive, distributive and commercial activities that deliver the goods and services faster and easier to their ultimate consumer. The art of marketing management is to sell promotional and promotional products on the market for the goal of sales of goods so that they can identify their products and services with consumers and sell goods and services to the consumer. The needs of consumers are available to them (Cutler, 2015).

This study applied the AIDA model (acronym of Attention or Awareness, Interest, Desire, and Action), initially hierarchy of effect model developed in 1898 by St. Elmo Lewis (attention, interest, and desire) known as AID. Shortly thereafter, Lewis added a fourth step “get action” to the original model. Thus the model has been known as AIDA and is still one of the well-known models of advertising (Barry, 1987).

## 2. PROBLEM STATEMENT

In today's competitive market, customers are considered to be the most significant assets of a company (Kumar 2010). How to communicate with customers and maintain long-term relationships, are the most important issues affecting the durability and stability of companies in the field of competition and profitability. The researches show that one of the key issues for the sustainability and success of organizations is the ability to attract customers and maintain their relationship with current customers (Moin et al., 2012). In the marketing concept, it is believed that achieving goals in an organization depends on defining the needs and demands of target markets and providing customer satisfaction in a better way. (Puolakoski, 2016, 46)

The health industry in Iran is one of the most important and consuming industries in the country. Consumer goods and related industries are among the industries whose marketing methods are promoted through commercial advertising. Since marketing research, an especially commercial in Iran is very emergence that the researcher is trying to Increase the research record in the field of sanitary-cleaning industries of the country. Therefore, the focus of this research is on the study of detergent and cleanser products, and from among the companies that produce sanitary and detergent products, the company (Kaff) (previously named dealer) has been selected for research in terms of the breadth and variety of products.

## 3. RESEARCH LITERATURE

**Customer:** In Persian culture, the concept of "customer" is synonymous with the "buyer." In the marketing and sales discussions, the customer is referred to a person that has the ability and talent to buy a product or service. In this definition, "ability" is the ability to pay and "talent" in the sense of understanding and recognizing the benefits of goods and services that provide part of the needs of the audience (Divine & Heydari, 2016).

**Advertising:** Companies try to influence buyers' behaviors by convincing their customers by delivering messages and upgrading their products or services. The main objectives of the advertisement are to inform, encourage, and remind customers.

**Consumer Behavior:** Consumer behavior refers to patterns of use of a product or service. In this research, consumer behavior includes behavior before buying (mind), during purchase and after it.

Consumer behavior indicates how individuals allocate their available resources (money, time, work, effort) to related items (Cutler, 2015). In other words, consumer behavior includes a set of psychological and physical processes which is started before shopping and continues until after consumption (Wilke, 2000).

The history of the Kaff Company (Darugar) was the beginning of the formation of the healthcare industry in Iran called "Darugar." This deep linkage, now over 85 years old, has always been invented by the creation of the industry. So Darugar has the first unit that manufactures sanitary and cosmetic products in Iran, it still has a significant role to play as one of the foundations of this industry's life. In 1929, with all limitations and problems, the first soap manufacturing plant was established in Isfahan. The first product was a soap called Soap "Sublime" was launched. After 13 years, in 1942, Darugar Factory moved from Isfahan to Tehran to further development of production plans and subsequently began to produce soap, and other health and beauty products. Darugar Company was finally registered in 1958 and since it has been manufacturing its own products. In addition to being the founder of Iranian industrial soap, the company has created the foundation and structure of washing powder in the country as well. In 1974, Darugar Company had a name changed, to the Joint Stock Company "Kaff". Darugar Company continued to expand its product range so that it could be the production of washing powder for the first time in Iran, the dish-washing liquid named Rika, Shampoo, toothpaste, and palm soap is now one of the best-selling and most trusted brands in Iran. Nowadays, the company's goal is to meet the needs of society based on research and technology, and in keeping with the developments in the health and beauty industry worldwide (<http://www.kafsa.com>).

#### 4. A REVIEW OF PREVIOUS STUDIES

Among the internal investigations related to the topic are as following: Ghorbani (2018) studied the effect of customer value prediction on the lifespan of the clients. Investigated the role of product innovation and marketing strategy, customer case study of Snowa home appliances in Esnanahshahr in Isfahan company". It examines the important role of customer value forecasting, product innovation and advertising strategy (functional and emotional advertising) over the life span of customers. This is applied-practical and descriptive research. The research's sample was 384 people from all of Snowa's house appliances company with a standard questionnaire with 30 questions. With Pls3 Smart software, the results, except the hypothesis of emotional advertising, the rest of the research hypotheses were confirmed.

In addition, Soltani and Frahi (2017) explored the intention of product coherence and its relationship between perceived value and marketing, eye to eye marketing; represent perceived risk stated that despite the importance of marketing, ray of companies with weak competence in this area and identify the needs of the market that it has become the main reason for bankruptcy. Virtual co-creation, as a new and growing phenomenon in marketing, gives marketers a better chance of understanding the needs of their customers, thereby reducing the risk of failure of new products. This research is applied in terms of purpose and in terms of nature and method of descriptive-cross-sectional study. The results show that virtual co-inventory customers are perceived as valuable, and

even the risks presented do not have an effect on their value-attitude towards this process. In addition, co-creation leads to a positive eye to eye marketing. Therefore, given the value of this process for both companies and customers, it can be said that co-creation is a pivotal issue in marketing and should be used in product innovation and product development strategies.

Manzella and Mendez (2009) evaluated advertising performance in Calais Company, conducted using the field method, The interview and completion of the questionnaire were studied and 200 customers from four large chain stores in Tehran (Citizen, Welfare, Ataka, Qods) were selected randomly and equally from each of the four stores randomly. Results have shown that advertisements had a positive and meaningful effect on attracting attention, expressing willingness, customers buying, including external research related to the topic.

Cass'O Aron (2015) studied marketing and capacity-focused on customer attraction to increase new product performance, using data from 160 major business companies across the country using minimal regression partial squares. Findings show marketing and the creation of new products can have a positive effect on attracting customers and increasing the life span of the customer.

Zhang (2016) studied the continuous role of advertising strategy on life expectancy (prediction of customer value and product and customer innovation), stating that customers are the most important asset. The empirical evidence shows the value of customer forecasting significantly affected by these factors. Additionally, product innovation with the use of advertising is also important for the value of customers' lives.

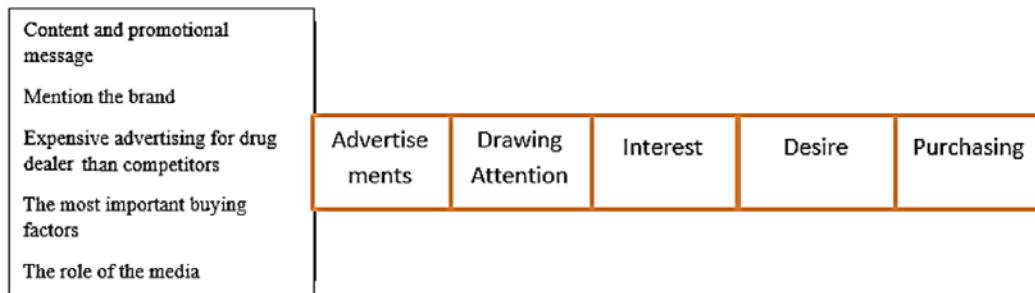
Schwartz (2019) examined about 750 ads, found how that customer engagement and loyalty to products are directly affected by online advertising.

## 5. HYPOTHESIS

- 1- There is an effect between commercial advertising of kaff's company and consumer attention?
- 2- There is an effect between commercial advertising of kaff's company and creation of consumer interest? Does the company's advertising business affect the consumer's desire?
- 3- There is an effect between commercial advertising of kaff's company and creation of consumer's desire
- 4- There is an effect between commercial advertising of kaff's company and creation of consumer's buying

## 6. RESEARCH CONCEPTUAL MODEL

The AIDA model is used to determine the research variables. AIDA is one of the templates that can be used to plan promotional messages. According to this model, the advertising message should be able to attract the attention of the audiences, encourage them to buy the product and convince them to create the desired product or idea, satisfy his needs, and eventually lead to customer purchasing (Agilawi, 2014: 134-136.) Given the AIDA model, the variables, questions, and hypotheses desired by the research, the conceptual model is shown in Figure 1.



**Figure 1:** Conceptual model.

## 7. METHODOLOGY

This research is a descriptive study in terms of purpose, method of implementation, surveying, collecting data. The statistical population of the study consisted of consumers who have used sanitary cleansers and sanitary products of the Kaff Company in Karaj; the number of them is unlimited. The sample size was determined using Morgan table 384 people and according to the scatteredness of the statistical population, the available sampling method was used. In order to collect data, a questionnaire consisting of 26 questions based on the Likert scale (5 items from the very large to very tight) was used (questionnaire attached to the study). The reliability of the questionnaires was based on the Cronbach's alpha coefficient giving significant positive, thus these collected data is acceptable.

**Table 1:** Questionnaire stability coefficient.

Type of Variable	Variable	Questions corresponding to the variable	Cronbach's Alpha Coefficient
Dependent	Consumer attention	5-6-7-8-9-10	0.971
	Create an interest in consumer	11-12-13-14-15-16-17	0.938
	Create consumer inclination	18-19-20	0.931
	Consumer action to buy	21-22-23-24-35-26	0.975
Independent	Advertising	(calculated)	0.984
Total of questionnaire			0.988

**Table 2:** Descriptive statistics

Classification		Freq.	%
Gender	male	222	57.8
	female	162	41.7
Education background	Graduated	355	92.4
	Under-GED	29	7.6
Degree	Bachelor	232	60.4
	Master	152	39.6
Age	Under 25	28	7.3
	25-35	2	0.5
	35-50	284	74
	50	70	19.2
Career	Employee	46	11.9
	Self-employed	26	6.8
	Retired	13	3.4
	Housekeeper	184	47
	Student	115	30.9

## 8. FINDINGS

Sample distribution based on descriptive characteristic classified according to gender, education background/level, age, and career is given in Table 2.

### 8.1 KOLMOGOROV- SMIRNOV TEST

The nonparametric statistics Kolmogorov-Smirnov test was used to determine the normal or abnormal scattering of data. Table 3, since all the p-values > 0.05, the null hypothesis is accepted, i.e., all variables distributions are normal, and there is no difference among the frequency of data and the expected frequency.

**Table 3:** Kolmogorov- Smirnov (KS) test (N = 384).

Variable	KS (Z test)	p-value	Test result
Consumer attention	0.038	0.158	Normal
Create an interest in consumer	0.077	0.109	Normal
Create consumer inclination	0.029	0.21	Normal
Consumer action to buy	0.025	0.166	Normal
Advertising	0.02	0.132	Normal

### 8.2 ONE-WAY-ANOVA TEST

Null hypothesis: there is no significant relationship among the independent variable and dependent variable.  
Hypothesis 1: there is a significant relationship between the independent variable and the dependent variable.

The test of variance indicates whether there is a significant relationship among the independent variable and the related variables in the research or not. This prerequisite test is a test of the correlation coefficient, and if the variance of variables improves a significant relationship, a correlation coefficient test can be used to determine the direction of the relationship.

**Table 4:** Variance analysis test result (investigation of the relationship among advertising variable and dependent variables of the research)

Variable	Degrees of freedom	Mean	Sum of squares	F value	p-value
Consumer attention	34	15.0	510.29	3.31	<0.001
Create an interest in consumer	34	8.25	280.71	2.85	<0.001
Create consumer inclination	34	14.28	485.77	3.01	<0.001
Consumer action to buy	34	13.08	444.53	2.95	<0.001

According to Table 4, the significant level of the test for all variables is less than 0.05, therefore the hypothesis of null test is rejected and Hypothesis 1 of a test is accepted based on the existence of a significant relationship among the advertising variable with attract attention, create interest, create inclination and consumers action to buy Kaff products.

### 8.3 PEARSON CORRELATION COEFFICIENT TEST

Null hypothesis: There is no significant correlation among the independent variable and dependent variable.  
Hypothesis 1: There is a significant correlation between the independent variable and dependent variable.

**Table 5:** Summary of Pearson correlation coefficient results (correlation of advertising variable with dependent variables of research)

Variable	Correlation coefficient	p-value
Consumer Attention	0.988	0.001
Create an interest in consumer	0.989	0.001
Create a consumer inclination	0.963	0.001
Consumer action to buy	0.988	0.001



This default test is a single-variable regression test and shows the type and direction of the relationship. According to Table 5, the significant level of the test for all variables is smaller than 0.05, and therefore the null hypothesis is rejected, and Hypothesis 1 is accepted based on the existence of significant correlation among advertising variable with attracting attention, creating interest, creating inclination and consumers action to buy Kaff products. The correlation coefficients of the variables are highly positive indicating the existence of direct correlation. This means that by increasing the quantity and quality of advertising, the attention, interest, and inclination and consumers action to buy Kaff products increase accordingly.

## 8.4 REGRESSION TEST

Null hypothesis: Independent variable does not have a significant effect on the dependent variable.

Hypothesis 1: Independent variable has a significant effect on the dependent variable.

Regression analysis allows the researcher to predict changes independent variables through an independent variable and explain the contribution of each independent variable in explaining the dependent variable. According to Table 6, the significant level of the test is less than 0.05, and therefore the fourth hypothesis of the research is accepted, based on the significant effect of the advertising variable on create customers to buy of products of Kaff company.

**Table 6:** Summary of the results of the regression test for the three hypotheses of the research (the effect of the advertising variable on consumer's attention variable)

Variable	Hypothesis	Correlation coefficient	Determination coefficient of Adjusted	p-value
Consumer attention	First	0.988	0.976	<0.001
Create an interest in consumer	Second	0.989	0.979	<0.001
Create consumer inclination	Third	0.963	0.927	<0.001

## 9. DISCUSSION

Regarding the importance of customer recognition based on gender for advertising design, the number of statistical customers was equal to 41.8% female and 58.8% male. Recognizing clients based on the level of education allows advertisers to advertise effectively in accordance with the level of literacy. Of the total number of customers, the statistical sample including 29% GED, under GED by 34.5 was equal to 13.2%, the bachelor's degree by 57%, and the master's degree and higher by 13.7%, accounting for 1.129% of the college students. Because of the customer awareness of the age range that allows advertisers to advertise effectively, tailored to different age groups. 28.4% of the total customer sample is under 25 years of age, 25.6% between 25 and 35 years old, 33% between 35 and 50 years, and 13% over 50 years. In order to create a positive effect on the consumer, advertising should be designed and implemented in a correct and logical way. In order to have a positive effect on consumer advertising, advertising must first attract the attention of customers, second, it must have attractiveness in order to attract the interest of the customers towards the product, and third, customers should be encouraged to use the product or service and ultimately it leads to the purchase of a product or service.

## 10. CONCLUSION

Since the need of the companies in a competitive business environment to increase their efficiency and their share in the market, advertisement and marketing have been made one of the

main issues. So, in this research, the analysis of the advertisement effects on the company's performance was evaluated in Kaff company. The results showed that commercial advertising of the Kaff Company has a significant effect on consumers' attention. In this test, the advertiser's variable is able to predict 97.6% of the variable variation of interest to the advertiser. So, given the fact that the role of adverts becomes more prominent in the new millennium, and then appropriate commercials can attract consumers' attention.

Also, the test showed that commercial advertising of the Kaff Company has a significant effect on interest in consumers and has been caused to create interest in consumers. Finally, results confirmed that commercial advertising of the Kaff Company has a significant effect on creating willingness for consumers and create customer's inclination.

At the step, a person decides to buy his desired product and according to the statistical results, it can be concluded that the commercial advertisement can attract the costumer's attention and increase their loyalty which can improve the performance gradually.

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