

An Analytical Study to Measure the Efficiency of Advertising on Sale Apple Product as Case Study

Karwan Talaat Rashid¹

¹Department of Business and Administration Ishik University, Erbil, Iraq
Correspondence: Karwan Talaat Rashid, Ishik University, Erbil, Iraq. Email:
karwan.talaat@ishik.edu.iq

Received: April 12, 2017

Accepted: May 23, 2017

Online Published: June 1, 2017

doi:10.23918/ijsses.v3i4p165

Abstract: The study is exploratory in nature, and the inductive approach of the research has been used, to identify the impact of relations between advertising and sales. The purpose of the study is to show how advertising can be used for many different markets in the different type of products, to capture an audience's attention. The study is based on primary data collected through the structured questionnaire visiting the respondents and some other population of study online responded in the questionnaire. The research of the study geographically is set in the Kurdistan region of Iraq. In the objective effectiveness of advertising on sales is describe the awareness in the perspective of new products and providing services how the messages can get support of buyers, the measuring of advertising tried to draw better understanding buyer's perception in determine of advertising creativity to have been achieved objective in the sales of products, if the objects are done successfully in terms of increase sales products and market shares; it provides the crucial inputs from the customer's target before and after executing the advertising in Kurdistan.

Keywords: Advertising, Psychological Effectiveness, Advertising Communication, Kurdistan Region.

1. Introduction

Advertising is drawn attention or designing the way to describe and introduce the products in the sense of attracting the customers in the private or public consideration. Advertising is messages to communicate and involve the consumers in products offer and services. Furthermore, advertising uses every possible broadcast to send the advertising message through, television, internet, printing like (Journals, News Paper, Magazine, social communication networks, Radio etc.) apart of this there is many other ways available to transmission the sales advertise as events, posters, on the clothes and many other items. Advertising all about communicates, services and share idea about the products to reaching new or existing customers willingly buy the products. According to (Abah Daniel Abah, 2015). There are various forms of advertising like informative advertising, persuasive advertising, comparison advertising, and reminder advertising. Informative advertising is used to inform consumers about a new product, service or future or build primary demand. It describes available products and services, corrects false impressions and builds the image of the company (Kotler, 2013) those forms can whenever it has done in any organization, marketing and companies it is inspiring sales increase of products and attracting the consumers to engage with the loyalty of products brand. Advertisement can be used for many different markets in the different type of products, to capture an audience's attention. Advertisements are merging all of those forms of communication into one. To representing the ideal consumers, throughout our world, we see many different print advertisements, commercials, and other forms of sales pitches; we learn what the current trends are in society. Moreover, it contains signifiers that carry meaning to the receiver in

terms of denotations and connotations. Denotations are the images portrayed in the advertisement which clears for the viewers to see the products position and products future. Moreover, advertising objectives it can get awareness shows the perspective of new products and providing services message to getting the support of buyers. (Philip, 2012)It is determined to weather of advertising has been achieved the objective in the sales of the product or not, in case if the objects are done successfully in terms of increase sales product and market shares. However, the objective of advertising is not simply making the customers like the advertising it can be the best step to leading the sales products. Sometimes might be is useless in the sales of the product. Therefore, the measuring effectiveness of advertising it can be used to generate sales products, brand preferences, and consumers potential interpretations, it provides the important inputs from the customer's target before and after executing the advertising. In measuring, methods can understand as much as the need to provide of advertisement (Wang, 2011). Consequently, should seek for partial verification result concern to the measuring the overall effectiveness. (Corvi Elisabetta, 2010)Through the methods can get the better idea of customer's relation with an advertising message and technical value of communication information. According to the (Krugman, 1965)advertising can be classified to gender, age, and segments because, in advertising target in the age, gender or segments those who has the similarity in those components be able to positive reacting in receiving the advertising and the process by which the each individual identifies with the target of messages are provided. In the society, demand explains prediction in the different phenomena of advertising is the great consequences from the society exposure (M o'barr, 2014). Nowadays the psychology of advertising is in great demand by the practice. There is a request from the society for more psychological research that would explain different phenomena of advertising, as well as could give a definite prediction for the consequences of any advertising exposure.

2. Literature Review

Advertising a present communication with the user of product and service and an auditory or graphic form of promotion statement that services an openly supported, Advertising is separated from public relations. In that case advertiser usually, pays for and has control over the communication (Antonova, 2015). It is differentiated from personal selling in that the message is not directed to a particular individual Advertising is connected through several frame media including television journalists, magazines, radio outdoor advertising or direct mail, and the new media such as search results websites or text messages for nowadays. (Browne, 1995)The real performance of this message in a medium is to state as an advertisement. (Chevalier, 2012)Advertising increased affectedly in the United States as development extended the quantity of manufactured produces. (Mandeep Mahendru & Kalyan K. De, 2013)In order to revenue from this higher degree of invention, the business also needed to convert workers as customers of factory products however it became online, the systems are already finding their way on streets and walls and even into their wearing pockets around the world advertise their tools. And the payment would be possibly huge.as well as the Internet has begun to change altogether. (Dae-Young Kim, 2005) The ability to the quantity of the influence of a trailer basically by including how many people asks for it and to gain advertisements to search for device results and the good advantage is going to companies around to figure out how to use these tools to search down exact types of scenes and attach them to the right field. Advertisements are usually or we can say most of the times are spoken of as the anxious system of the commercial world (MacInnis, 1989). As the nervous method is created to give us all the possible feelings from substances, so the advertisement have its own motivate people that are going to advertise their necessarily The main and first advertisement published in English performed

in the Imperial Intelligence in March 1648. Advertising in journals was not activated recently for examples, the first advertisement appeared in Harper's Magazine in 1864. (Mercanti-Guérin, 2008) In this magazine, more space has been dedicated to advertising throughout the past year than the amount total of space for the twenty-four years from 1864 to 1887 indeed and the maximum quick and that development has taken place during the last fifteen years. (O'Barr, 2008) The purpose and result of positive advertising are to increase the request that moves the demand curve for the product. Increases in advertising outlay will bring about increasing proceeds in rising request for the product for motives. (Pizam, 1990) Initially to encourage and to increase in advertising amount (selling prices) permits a fixed to repeat many times the advertisement for the product. And this reiteration of advertisement produces encouraging effects on demand. (Richards, 2000) As well as advertising is to make an impact on the consumer's mind over a period of time and in different media is far more likely to intrude on the customer opinions and their choices In contemporary science, the level of development of theoretical knowledge in the field of advertising psychology came to the point where the usual research becomes too limited. Scientists argue that the most effective form of advertising is interactive advertising (Schmidt, 2015). According to (MacInnis, 1989) the advertising is regarded as an independent variable that can be joint with other marketing variables to have a certain effect on the dependent variable and we can believe that the role of advertising is to better establish financial and social relationships, and to make people popular and help them to better live without any difficulties.

3. Research Problem:

Advertising approach is one of the important studies in the market activity to controlling the consumer's Psychology. (Wanchid, 2015) Means the consideration of advertising is affecting the communication process. There are many investigations where the "Effectiveness" was used, and the understanding of the advertising messages it's the factor to increase the products demand and services (Strick, 2011). There are some other points are the concern to the advertising such as recognition of advertising, in another hand, memorability of the content of advertising which is interaction on the consumer's behavior. Moreover, the brand's reliability and loyalty it's another factor to impact the advertising effectiveness in the market area. (Tsao, 1994) Advertising is not only telling about what is the products it's equivalent the image of the product that is transformed in the consumer's mind. It is become improve genuine information about the quality of the advertised products.

4. Research Objectives

The study aim to solve the research problem must have some specific goals. For this purpose the following aims identify the clear idea about the research objectives:

1. Understanding the impact of advertising in various forms effectiveness on sales.
2. Measuring advertising in various forms to increase products sales.
3. Determine the key of the relationship between advertising and sales volume in measuring advertising.

5. Research Methodology

In the research methodology quantitative approach is used to analyze dimensions. In this approach statistically, identify the study reliability is .814 which means the study analysis will get accepted. As (Abah Daniel Abah, 2015) the study is based on primary data collected through online. The

structured questionnaire has prepared eighteen questions for the research to visiting the respondents and some other population of study online responded in the questionnaire. The primary focus of the study presented here is to examine the effectiveness of advertising on sale in Kurdistan market. In this research statistical techniques like frequency and percentage got presented to have the clear picture of presentation of population distribution. Reliability test and t-test further performed with the data collected. The total eighteen items included in the instrument for measurement. Overall 266 respondents get incorporated in this study as the qualified respondents to providing the valid data among the 273 responders, the others are not valid the data to use in this research because of frail information. The statistical package SPSS has been used for analysis. All explanation and findings explained and presented further.

6. Data Analysis:

In the study analyze have four different tables statistically conducted with the research. First one is Cronbach's Alpha, second one is demographical variables and the third table is all eighteen items description presented as frequency and fourth table is all eighteen One-Sample t-Test values.

Table 1: Reliability Statics

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.814	18

The above Table 1 showing the reliability statistics shows the ability of the instrument to measure the concept. The Cronbach's Alpha value is .814 is high Value of Cronbach's Alpha is the clear indicator of the reliability of the instrument.

Table 2: Demographical Data

<i>Parameter</i>	<i>Frequency</i>	<i>Percent</i>	
Gender	<i>Male</i>	137	51.5
	<i>Female</i>	129	48.5
Age	<i>16 Years-25 Years</i>	147	55.3
	<i>26 Years -35 Years</i>	108	40.6
	<i>36 Years -45 Years</i>	11	4.1
	<i>55 - Above</i>	0	0
Marital Status	<i>Single</i>	214	80.5
	<i>Married</i>	52	19.5
Education	<i>Secondary</i>	72	27.1
	<i>Intermediate</i>	94	35.3
	<i>Graduate</i>	81	30.5
	<i>post graduate</i>	13	4.9
	<i>Ph.D.</i>	6	2.3
Family Income/ Month	<i>Up to \$1000</i>	170	63.9
	<i>\$ 1001 - \$2000</i>	95	35.7
	<i>\$ 2001 - \$3000</i>	1	0.4
	<i>\$3001 - \$4000</i>	0	0
	<i>\$4001 and more</i>	0	0

Profession	<i>Student</i>	189	71.1
	<i>Private Employee</i>	42	15.8
	<i>Govt. Employee</i>	31	11.7
	<i>Business</i>	3	1.1
	<i>Self-Employee</i>	1	.4
<i>Total</i>		266	100

The above table presented as Table 2 has the demographical variables where six variables taken for the study and explained with the frequency and percentage.

Table 3: Items Data

Parameter	Frequency	Perce nt	
Apple product can survive without intensive advertisement	Strongly Disagree	18	6.8
	Disagree	43	16.2
	Neutral	72	27.1
	Agree	81	30.5
	Strongly Agree	52	19.5
Advertising activities increase the sales	Strongly Disagree	14	5.3
	Disagree	36	13.5
	Neutral	88	33.1
	Agree	103	38.7
	Strongly Agree	25	9.4
Advertising increases target market	Strongly Disagree	17	6.4
	Disagree	38	14.3
	Neutral	99	37.2
	Agree	85	32.0
	Strongly Agree	27	10.2
The advertising reaches everyone	Strongly Disagree	23	8.6
	Disagree	35	13.2
	Neutral	92	34.6
	Agree	84	31.6
	Strongly Agree	32	12.0
Apple advertisements are false	Strongly Disagree	17	6.4
	Disagree	43	16.2
	Neutral	73	27.4
	Agree	81	30.5
	Strongly Agree	52	19.5
Advertisement is a strong tool in taping into consumers buying power.	Strongly Disagree	2	.8
	Disagree	45	16.9
	Neutral	88	33.1
	Agree	94	35.3
	Strongly Agree	37	13.9
Apple Advertising creates product differentiation	Strongly Disagree	7	2.6
	Disagree	33	12.4
	Neutral	84	31.6
	Agree	80	30.1
	Strongly Agree	62	23.3
The effect/impact of advertising can be change as market grow older	Strongly Disagree	12	4.5
	Disagree	38	14.3

	Neutral	85	32.0
	Agree	93	35.0
	Strongly Agree	38	14.3
Consumers buy what they have come across in advertising	Strongly Disagree	12	4.5
	Disagree	42	15.8
	Neutral	73	27.4
	Agree	103	38.7
	Strongly Agree	36	13.5
Advertising gives room for sales	Strongly Disagree	16	6.0
	Disagree	35	13.2
	Neutral	88	33.1
	Agree	91	34.2
	Strongly Agree	36	13.5
Apple does not have the benefit of the various advertising program	Strongly Disagree	8	3.0
	Disagree	35	13.2
	Neutral	87	32.7
	Agree	94	35.3
	Strongly Agree	42	15.8
Apple advertisement being believed completely	Strongly Disagree	12	4.5
	Disagree	38	14.3
	Neutral	86	32.3
	Agree	81	30.5
	Strongly Agree	49	18.4
Apple advertising is the creative	Strongly Disagree	16	6.0
	Disagree	42	15.8
	Neutral	85	32.0
	Agree	84	31.6
	Strongly Agree	39	14.7
Advertising has made the Apple brand	Strongly Disagree	15	5.6
	Disagree	39	14.7
	Neutral	98	36.8
	Agree	80	30.1
	Strongly Agree	34	12.8
Advertising is a power tool capable of reaching and motivating large audiences market	Strongly Disagree	15	5.6
	Disagree	39	14.7
	Neutral	93	35.0
	Agree	94	35.3
	Strongly Agree	25	9.4
Advertising makes the consumer rebuy the Apple	Strongly Disagree	19	7.1
	Disagree	34	12.8
	Neutral	94	35.3
	Agree	84	31.6
	Strongly Agree	35	13.2
Advertising is non-personal but yet effective for sales	Strongly Disagree	22	8.3
	Disagree	43	16.2
	Neutral	78	29.3
	Agree	87	32.7
	Strongly Agree	36	13.5
Apple is the only brand having advertisement for sales	Strongly Disagree	9	3.4
	Disagree	48	18.0
	Neutral	106	39.8

	Agree	71	26.7
	Strongly Agree	32	12.0
Total		266	100

The above table presented as Table 3 has the all eighteen items description presented as frequency and percentage having altogether 266 samples constituting 100% of respondents.

Table 4: One-Sample t- Test

Parameters	Test Value = 3				
	Mean	Std. Deviation	t	df	Sig. (2tailed)
Apple product can survive without intensive advertisement	3.3985	1.16839	5.563	266	.000
Advertising activities increase the sales	3.3346	1.00042	5.455	266	.000
Advertising increases target market	3.2519	1.03180	3.981	266	.000
The advertising reaches everyone	3.2519	1.10253	3.726	266	.000
Apple advertisements are false	3.4060	1.15929	5.712	266	.000
Advertisement is a strong tool in tapping into consumers buying power.	3.4474	0.95515	7.639	266	.000
Apple Advertising creates product differentiation	3.5902	1.05747	9.103	266	.000
The effect/impact of advertising can be change as market grow older	3.4023	1.04242	6.294	266	.000
Consumers buy what they have come across in advertising	3.4098	1.05031	6.363	266	.000
Advertising gives room for sales	3.3609	1.06284	5.538	266	.000
Apple does not have the benefit of the various advertising program	3.4774	1.00633	7.738	266	.000
Apple advertisement being believed completely	3.4398	1.08426	6.616	266	.000
Apple advertising is the creative	3.3308	1.09353	4.934	266	.000
Advertising has made the Apple brand	3.2970	1.04888	4.618	266	.000
Advertising is a power tool capable of reaching and motivating large audiences market	3.2820	1.01285	4.540	266	.000
Advertising makes the consumer rebuy the Apple	3.3083	1.07935	4.658	266	.000

Advertising is non-personal but yet effective for sales	3.270 7	1.1368 8	3.88 3	266	.000
Apple is the only brand having advertisement for sales	3.259 4	1.0001 9	4.23 0	266	.000

7. Findings and Conclusion

All eighteen different dimensions of the study get analyzed based on the significant level about the measuring the advertising on sale. According to the analyzing result of One-Sample t- Test to knowing all the dimensions sample means like: The first item it makes sense Apple product can survive without intensive advertisement. Apple Company, widely offering the new models of technology. The second item advertising activities increase the sales; it means that in the market activity can introduce the products and showing the futures of products. The third item advertising increases target market. It is affecting to the specified each of market segments. The fourth item the advertising reaches everyone. It Means advertising is one of the sensible activity in the market. Furthermore, other dimensions like the fifth item Apple advertisements are false, the sixth item Advertisement is a strong tool in tapping into consumers buying power., the seventh item Apple Advertising creates product differentiation, the eighth item The effect/impact of advertising can be changed as market grow older, ninth item Consumers buy what they have come across in advertising, the tenth item Advertising gives room for sales, the eleventh item Apple does not have the benefit of the various advertising program, further, the twelfth item Apple advertisement being believed completely, the thirteenth item Apple advertising is the creative, the fourteenth item Advertising has made the Apple brand, the fifteenth item Advertising is a power tool capable of reaching and motivating large audiences market, the sixteenth item Advertising makes the consumer rebuy the Apple, the seventeenth item Advertising is non-personal but yet effective for sales, the eighteenth item Apple is the only brand having advertisement for sales. In this study all eighteenth result are highly significant with the value of .000, shows that result get accepted with the highest acceptability in this study, according to the significant value which is should be between .000 and 0.05, if any item it is more than 0.05 cannot get associated in the study. The study can get concluded saying that the study has found the solution for the research problem as customer perception on various forms of advertising got measured reaching all objectives efficiently. The first research objective could get reached with analysis of advertising effectiveness items all accepted shows, respondents are highly positive and accepting the all eighteenth dimensions of Apple product. Further items measured to reach the second objective, the advertising level of Apple product, that too got accepted widely with all items are supporting the concept. The third objective got fulfilled as except all items are highly significant and making the positive feeling on advertising sales of Apple.

References

- Abah Daniel Abah, A. P. (2015). Analysis of the Effect of Advertising on Sales Volume of an Agro-Allied Company: A Case of Benue Brewery Limited, Makurdi, Benue State, Nigeria. *American Journal of Economics, Finance and Management*, 1(5), 477-479.
- Antonova, N. V. (2015). The Psychological Effectiveness of Interactive Advertising. *Journal of Creative Communications*, 10(3), 304-305.
- Browne, L. A. (1995). Effects of Television Advertising on African American Teenagers. *Journal Of Black Studies*, 25(5), 528-531.

- Chevalier, C. (2012). The Influence of the Perceived Age of the Model Shown in an Ad on the Effectiveness of Advertising. *Recherche et Applications en Marketing*, 27(2).
- Corvi Elisabetta, M. B. (2010). The effectiveness of advertising: a literature review. 10th Global Conference Business and Management (p. 2). Rome: 10th Global Conference Business and Management.
- Dae-Young Kim, Y-H. H. (2005). Modeling Tourism Advertising Effectiveness. *Journal of Travel Research*, 44, 42-49.
- Kotler, P. (2013). *Marketing*. Australia: 9th Edition. Prentice Hall.
- Krugman, H. (1965). The Impact of Television Advertising: Learning Without Involvement. *Public Opinion Quarterly*, 29(3), 349.
- M O'Barr, W. (2014). Ethics and Advertising. *Advertising & Society Review*, 8(3), 2-4.
- MacInnis, D. J. (1989). Information process from advertising toward an integrative framework. *Journal of Marketing*, 53(4), 1.
- Mandeep Mahendru & Kalyan K. De. (2013). Bivariate Analysis of the Relationship between Advertising and Sales. *Asia-Pacific Journal of Management Research and Innovation*, 9(3), 315-317.
- Mercanti-Guérin, M. (2008). Consumers' perception of the creativity of advertisements: development of a valid measurement scale. *Recherche et Applications en Marketing*, 23(4), 98-99.
- O'Barr, W. M. (2008). A Brief History of Advertising in America. *Advertising & Society Review*, 11(1), 18-21.
- Philip, K. (2012). *Marketing Management 14E*. New Jersey: 14th Edition Pearson Education, Prentice Hall Private Limited.
- Pizam, A. (1990). Evaluating the Effectiveness of Travel Trade Shows and Other Tourism Sales-Promotion Techniques. *Journal Travel of Research*, 29(1), 6-8.
- Richards, J. (2000). Interactive Advertising Concentration. *Journal of Interactive Advertising*, 1(1), 15-22.
- Schmidt, S. (2015). Advertising Repetition: A Meta-Analysis on Effective Frequency in Advertising. *Journal of Advertising*, 4(44), 415-428.
- Strick, M. (2011). Humor In Advertisements Enhances Product Liking By Mere Association. *Psychology of Popular Media Culture*, S (1), 16-31.
- Tsao, J. C. (1994). Advertising and Cultural Values: A Content Analysis of Advertising in Taiwan. *Department of Journalism, University of Wisconsin*, 53(1-2), 93-110.
- Wanchid, R. (2015). The Effects of Paper-based Portfolios and Weblog-based Electronic Portfolios on Limited English Proficiency Students in Writing for Service Industry Course. *English Language Teaching*, 8(9).
- Wang, X. L. (2011). Measuring the Effectiveness of US Official State Tourism Websites. *Journal of Vacation Marketing*, 17(4), 295-296.