



Woman exposure to TV advertisements and its role in determining her priorities

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ABSTRACT

The development of life in various fields, including industrial development led to an increase in the production of services and goods. This generated a spirit of competition in the promotion of these goods through various forms of advertisements that aim to attract the attention of the consuming public. Among those forms of advertisements are television advertisements that have a major role in promoting services, goods, determining the priorities of women, and influencing their consumer behavior. The research problem is centered around the motives for exposing women to TV ads through answering the basic question about the role of TV ads in determining the priorities of women. The researcher used the descriptive method of the survey study. A hundred questionnaire forms were distributed to girl students of University of Wasit in an irregular and random manner. The results revealed that women's viewing of television advertisements varied according to the time of watching, the forms of television advertisements, the extent of credibility and modernity in advertisements, and their usefulness. The results also revealed that there is an effective role for TV ads in determining priorities of women.

Keywords:

Mass media, Tv. Industrial development , Goods, promotion

Introduction

Media has an important role in life that has profound effects on the personality and psyche of the viewer through the various programs and advertisements that they broadcast. Media ads are characterized by the factors of attraction of attention as they dominate minds of young as well as old viewers as they deal with the consumer audience.

The economic development and production expansion thanks to scientific and technological progress is one of the most important factors that affected the increase in the quantities and types of goods and services offered in the markets at any given time, which created a plurality in the needs of consumers. This made most economic institutions move from the stage of interest in production and its

problems to the stage of Paying attention to the consumer and identifying his/her needs and desires.

Since economic institutions mainly aim to satisfy the needs and desires of consumers, they need to communicate all the positive things about their products and services to these consumers by relying on messages that affect their behavior and purchasing decisions so as to arouse their attention and then attract their interest and create conviction and desire to obtain them and complete the operation of purchasing that good or service.

With the expansion of competition between producers of goods and services, TV ads have a primary role in transferring those products to the consumer audience. These channels have made them obtain a high percentage of viewing

for those programs and advertisements with promotional and consumer messages directed towards the consumer audience.

Therefore, it has become necessary to identify the motives of exposing women to TV ads and the impact of those advertisements on setting priorities and influencing consumer behavior.

The research methodological framework

First; The research problem

The person who watches television at the present time can notice the huge amount of different commercial advertisements that aim to influence the consumerism of the individual. The research problem of the present study can be highlighted by answering the main question, which is what is the role of TV ads in arranging women's interests? The research problem of the present study can be summarized in the following questions:

1. What are the motives for exposing women to TV ads?
2. What is the credibility of TV ads from the point of view of women?
3. What are the advertising forms that women prefer to watch?
4. Do TV ads affect women's consumerism?

Second; The research hypothesis

A. There is a relationship between exposing women to TV ads and the identification of their interests.

B. There is a relationship between the periods of watching TV ads and the consumer behavior of women.

Third; The significance of the present study

The significance of the present study is due to the following points:

1. It is a new scientific and applied study of a phenomenon that was not prominent in the Iraqi society, which is the extent of the effects of TV ads on public attitudes, whether positive or negative.
2. The present study aims to determine the role of advertising in spreading consumerism among women.
3. Keeping pace with the development in the advertising message industry.
4. Determining the different advertising methods used on television to determine the general and specific features of that use.

Fourth; The Objectives

The present study aims to obtain the following objectives:

1. Identifying the motives of exposing women to TV ads.
2. Detecting the credibility of TV ads from women perspectives.
3. Identifying advertising methods that affect women's view of goods and services.
4. Detecting the influence of TV ads on changing the consumerism of women.

Fifth; The research Methodology

The researcher adopted the descriptive method to identify the relationship between the different variables of the study represented in the role of TV ads in arranging women's interests.

Sixth; The research community and its fields

The present study relied on the systematic random sampling method in selecting samples within the framework of non-probability samples. The sample included (100) girl students of University of Wassit. The questionnaire forms were distributed on July,10th,2021

Theoretical concepts

First; Exposure

It is the knowledge of individuals about news and information transmitted by mass communication, whether directly or indirectly (Rushti, 1971).

Second; Advertising

All forms of activity that can lead to broadcasting or disseminating audio or visual advertising messages to the target audience for the purpose of urging them to purchase services or specific goods or accept good ideas, whether about the people or the advertised facility (Saeed, 1993).

Advertising is also defined as a communicative process that aims to influence the behavior of the buyer on a non-personal basis. The advertiser discloses his/her personality and communication takes place through the means

of communication. It is also considered a means of people's introduction of a good, service, event, or work through word or image (Musa, 2004).

TV advertising

It is the art that is used to attract the attention of the public by focusing on the positive aspects of the service or the commodity for the purpose of motivating the target audience to acquire, buy, or make a decision that is desired by the advertiser in order to build good mental images of the commodity (Shaaban, 2009).

Types of advertising according to the function of the advertisement:

It aims to inform the target audience about the characteristics of new or existing goods and the way they are used. This type of advertisement relates to the marketing of new goods that have not existed in the market before, or of old known goods that have appeared to have new uses or uses that were not known to users (Zuwailifi and Al-Qutameen, 1994).

B. Informative or guiding advertisement

It is the advertisement that relates to services and goods that are known to the public, but some facts about them may not be known, such as the method of optimal use of them or the sources of purchasing them.

C. Public or media advertisement

It is the advertisement that aims to develop an industry or a specific type of services or goods by providing data or information to the public whose broadcast or dissemination among its members leads to strengthening the link between them and the product or correcting a wrong idea or forming a certain belief among the public, which creates or strengthens confidence in relation to a particular type of goods or services (Assaf, 1975).

D. Reminder advertisement

The reminder advertisement is that advertisement that aims to remind the buyer or consumer of the commodity of its advantages and characteristics in comparison to competing goods, places of sale, quality, and methods of use (Saeed, 1993).

E. Competitive Advertisement

It is the advertisement that is directed when a new good appears in a competitive market to

replace an existing good. This type of advertisement relates to goods or services that have a strong position in the market, for which, other competing products have appeared, as well as new goods and services that compete with well-known goods and services in the market to replace them (Abu Rustum and Abu Jumaa, 2003).

Advertising functions

In general, it is possible to identify two main functions for advertising (ibid):

1. Urging potential consumers to purchase goods or purchase services.
2. Preparing these consumers so that they accept those goods and services while they are in a state of mental and psychological illness.

Characteristics of using television as an advertising medium (Abu Rustum and Abu Jumaa, 2003):

1. It has the ability to cover.
2. It has the innovative ability to present the idea.
3. It uses drawings, colors, and movement.

Fourth; Woman

The adult female human. The word "woman" is usually reserved for the adult female. The word girl is applied to female non-adult children. Sometimes, the term woman is used to identify a female, regardless of her age, as in phrases such as women's rights. Normally, developed women are able to become pregnant and have children from puberty until menopause (<https://ar.wikipedia.org/>).

Fifth; Priority

It is the situation in which one thing is given precedence over others, either for a reason of importance or because of a time factor.

Sixth; Setting priorities

It is the process that includes arranging activities or matters according to their relative importance to each other.

The field study

The role of exposing women to TV ads in determining their priorities

The researcher distributed (100) questionnaires in a systematic random sampling manner to the research community targeted in this study, namely girl students at University of Wassit on July, 10th, 2021. The results varied according to demography,

presentation data, exposure, and the use of new means of communication such as social media. They can be shown as follows:

First; Demographic information

1. The original domicile of the respondents
 - A. (70%) of the sample are from urban origins.
 - B. (30%) of the sample are from rural origins.

2. Age groups

The sample can be distributed according to age as follows:

A. The (18-23) category

This category ranked first, with (50) respondents and a percentage of (50%).

B. The (24-33) category

This age group ranked second, with (30) respondents, who constituted a percentage of (30%).

C. The (34-41) category

This age group ranked third and last, with (20) respondents, forming a percentage of (20%).

Social status of the sample members

1. Single

This category ranked first, with (80) bachelors, constituting a percentage of (80%).

2. Married

This category ranked second, with (16) respondents, who constituted a percentage of (16%).

3. Divorced

This category ranked third, with (3) respondents, constituting a percentage of (3%).

4. Widow

This category ranked fourth and last, with (1) respondent, who constituted a percentage of (1%) as shown in table (1).

The economic level of the sample members

A. Medium

This category ranked first, with (50) respondents, constituting a percentage of (50%).

B. Good

This category ranked second, with (20) respondents, constituting a percentage of (20%).

C. Very good

This category ranked third, with (17) respondents, constituting a percentage of (17%).

D. Poor

This category ranked fourth, with (13) respondents, constituting a percentage of (13%).

Table (1) The personal variables of the sample members

Table (1): shows the personal variable of the sample members.

No.	Personal variables of the sample members		
1-	Gender:	Male	0
		Female	100
2-	Original residence:	Urban	70
		Rural	30
3-	Age:	18-23	50
		24-33	30
		34-41	20
6-	Social status:	Married	16
		Single	80
		Divorced	3
		Widow	1
7-	Economic level:	Very good	17
		Good	20
		Medium	50
		Poor	13

Second; The practical questions

Table (2) The extent to which the respondents watch satellite channels

Watching level	Repetition	Frequency
Watching	70	70%
Sometimes	20	20%
Never	10	10%
Total	100	100%

Table (2) reveals that the watching category ranked first with (70%), the Sometimes category ranked second with (20%), and the never category ranked third with (10%).

Table (3) The extent of preferring watching advertisements through satellite channels

Viewer's preference	Repetition	Frequency

Yes	75	75%
Sometimes	15	15%
No	10	10%
Total	100	100%

Table (3) reveals that the Yes category ranked first at (75%), the sometimes category ranked second with (15%), and the No category ranked third with (10%).

Table (4) Time of watching TV ads

Watching time	Repetition	Frequency
Morning	30	30%
Evening	20	20%
Night	50	50%
Total	100	100%

Table (4) reveals that the night category ranked first at (50%), the morning category ranked second with (30%), and the evening category ranked third with (20%).

Table (5) The motives of exposing women to TV ads

Motives	Repetition	Frequency
Educational	25	25%
Cultural	40	40%
Consumptive	35	35%
Total	100	100%

Table (5) reveals that the educational category ranked first with (40%), the consumptive category ranked second with (35%), and the educational category ranked third with (25%).

Table (6) The advertising forms that women prefer to watch

Ads forms	Repetition	Frequency
Lyrical ads	23	23%
Acting ads	27	27%
Animation ads	22	22%
Ads with commentator's voice	28	28%
Total	100	100%

Table (6) reveals that the category of advertisements accompanied by the voice of the commentator ranked first with (28%), the acting advertisement category ranked second with (27%), the category of lyrical

advertisements ranked third with (23%), and the category of animation advertisements ranked fourth with (22%).

Table (7) The credibility of information in TV ads from the respondents' perspectives

Ad credibility	Repetition	Frequency
Credible	40	40%
To some extent	45	45%
Incredible	15	15%
Total	100	100%

Table (7) reveals that the to some extent category ranked first at (45%), the credible category ranked second with (40%), and the incredible category ranked third with (15%).

Table (8) The influence of exposure to TV satellite channels ads on the respondents' consumption behavior

The exposure influence	Repetition	Frequency
Yes	50	50 satellite channels
Sometimes	30	30 satellite channels
No	20	20 satellite channels
Total	100	100 satellite channels

Table (8) reveals that the Yes category ranked first at (50%), the sometimes category ranked second with (30%), and the No category ranked third with (20%).

Table (9) The extent to which TV ads bear novelty in information

Information novelty	Repetition	Frequency
Yes	65	65 sometimes
No	35	35 sometimes
Total	100	100 sometimes

Table (9) reveals that the Yes category ranked first with (65%) and the No category ranked second with (35%).

Results, recommendations, conclusions, and suggestions

1. The results

1. The present study proved that there is a large percentage of women watching TV ads. These views vary according to their time.
2. The results of the present study showed that women's motives for watching were educational.
3. The results of the present study revealed that women prefer to watch advertisements accompanied by the voice of the commentator to a greater extent than other forms of TV ads.
4. The results showed that exposure to TV ads affects the women's consumer behavior.

2. The recommendations

- A. The researcher recommends the regulatory authorities to legislate laws regulating TV ads in all aspects, because it has become a taste and an act.
 - B. The researcher recommends raising awareness of the dangers of advertisements that carry false information that mislead viewers.
 - C. The researcher recommends educating women about the methods of piracy and misinformation in some commercial advertisements.
3. The conclusions
- A. Through the research sample, the researcher concluded that women are affected by advertisements in a manner that changes their consumer behavior.
 - B. The researcher concluded that there is no control over misleading advertisements that carry false information in order to promote goods and services on TV channels.
4. The suggestions
- A. Urging the relevant institutions to follow up advertisements on television channels and analyze their content.
 - B. Conducting workshops that facilitate the process of understanding and analyzing TV ads that carry content for marketing and profit.
 - C. Establishing the principles of advertising in promoting goods and services, which guarantees the correct advertisement of the product.

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