



# The Impact of Advertising on the Consumer Behavior of Diyala University Professors (Survey Study)

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**ABSTRACT**

The study aimed to identify the impact of commercial advertisements on the consumer behavior of the University of Diyala professors by analyzing the nature of the relationship between exposure to commercial advertisements (digital and traditional) and the consumer behavior of university professors, by identifying the advertising factors that most affect the purchasing decisions of the University of Diyala professors.

The study relied on the survey method by conducting a questionnaire distributed to (130) male and female professors. from the faculties of the University of Diyala.

The study came out with a set of conclusions, including: Factors such as age, degree, and scientific title play a pivotal role in determining the effectiveness of the advertising medium, which calls for allocating advertising and marketing campaigns according to these categories.

Frequent exposure to advertisements contributes to enhancing product confidence and increasing the inclination to buy, especially among the groups that are less busy with research. In addition, to the results of the study reflected a difference in the acceptance of modern media between generations, which emphasizes the importance of combining digital and traditional strategies

**Keywords:**

Influence, Commercials, Behavior, Consumer

**Introduction:**

The significant expansion of digital and traditional media has led to commercials becoming a pivotal tool in shaping people's consumption patterns, especially in academic environments that include educated and influential groups such as university professors.

The University of Diyala is a rich research environment for studying this impact, due to the diversity of the academic and social backgrounds of its faculty members, and the existence of previous studies that have dealt with the impact of advertising on other groups within the university, such as its students or employees.

Previous research indicates that commercial advertisements significantly affect the purchasing behavior of consumers, whether through the type of advertising or the advertising medium used. This showed a precedent in the Iraqi context, such as the study conducted by the researcher (2023) on the impact of electronic advertising on Diyala University students, which indicated in the results of her study that there is a clear link between exposure to advertisements and purchasing decisions.

With all the studies conducted in the field of advertising, the research gap remains in the need to explore how (professors), as a group with distinct cognitive and economic characteristics,

interact with advertising campaigns, and whether their consumer preferences are subject to different factors compared to those of students or other groups.

Overall, this study is important because it contributes to a deeper understanding of the dynamics of academic marketing, and provides insights for advertisers on how to design campaigns that target this influential group.

It also relies on methodologies that have already been applied in similar studies, such as the use of questionnaires designed according to scientific criteria and data analysis through statistical programs such as SPSS, which enhances the credibility of the results.

The expected results may contribute to the development of more effective advertising policies that take into account the unique characteristics of the academic community in Iraq, and deepen understanding of the interaction between consumers and media in specialized professional groups.

### First Topic: Research Methodology and Previous Studies

#### **First: The Research Problem:**

The main problem of the current research is the lack of clarity regarding the extent of the impact of commercial advertising on the consumption behavior of Diyala University professors, despite their being an educated and highly critically aware group. Given the increasing reliance on digital and traditional advertising campaigns, the following questions emerge:

- Do commercials actually affect the purchasing choices of the University of Diyala professors?
- What advertising factors (e.g., medium, content, frequency) affect them the most?
- Is the response of university professors to advertisements different compared to that of other groups?
- How do the socio-demographic characteristics of Diyala University professors (e.g., income, age, academic specialization) influence their reaction to these advertisements?

#### **Second: Research Hypotheses:**

In order to answer the questions of the study, and based on the research problem and its objectives, the researcher presented the following hypotheses:

- The degree of impact of commercials on consumer behavior varies according to the medium of advertising.
- Visual commercials (such as videos) are more influential on professors' purchasing decisions than text or print ads.
- There is a direct relationship between the frequency of exposure to advertising and the increase in the tendency to buy among Diyala University professors.

**Third: The importance of the research:** The importance of the research is as follows:

- Academic importance: This research bridges the research gap in studying the impact of advertising on educated academic groups, which are often neglected in the literature in favor of other groups such as youth or housewives.
- Practical importance: This research provides advertisers and companies with data on how to design campaigns targeting professors, taking into account their scientific and professional specificities.
- Social significance: This research helps understand how advertising shapes the culture of consumption within Iraqi academic environments, and its role in promoting positive or negative consumption patterns.
- Academic enrichment: this research enriches the limited Iraqi studies in this field, especially in light of the technological and economic transformations that Iraq is witnessing.

**Fourth: Research Objectives:** The current research aims to:

- Analyze the nature of the relationship between exposure to commercial advertisements (digital and traditional) and the consumer behavior of Diyala University professors.
- Identify the most influential advertising factors in the purchasing decisions of Diyala University professors.
- Reveal the role of socio-demographic characteristics (age, gender, degree, scientific title) in modifying this effect.

**Fifth: Research Methodology:**

In this study, the researcher adopted the survey research method to identify the theoretical and practical aspects of this subject, including the impact of commercial advertisements on consumer behavior, and to try to reflect these findings onto reality by conducting a questionnaire distributed to (130) male and female professors from the faculties of Diyala University and to reach the results of the questionnaire in a way that helps identify the impact of commercial advertisements on the consumer behavior of university professors.

**Sixth: Limitations of the Research:**

- Spatial limits: The study is limited to the professors of Diyala University.
- Time limits: This Includes data collected during the academic year 2024-2025.
- Objective limits: The research focuses on commercial advertising by examining the impact of such advertisements on the consumer behavior of Diyala University professors.

**Seventh: Defining Terms:**

- 1- **Influence:** Boron defines influence as a change in a person's attitude or behavior, which is of two types: first, dependent influence, which is a change in a person's attitude or behavior that occurs as a result of the social characteristics of the model or group, and second, independent influence, which is a change in a person's attitude or behavior that occurs as a result of conviction regarding the future situation.<sup>(1)</sup>

Influence is the ability to bring about a change in the behaviors, thoughts, feelings, or decisions of an individual or group, whether directly (such as direct persuasion) or indirectly (such as covert guidance). It relies on the interaction of

psychological, social, cultural, or technological factors to modify the course of action or cognition.

- 2- **Commercial Advertising:** Commercial advertisements are defined as the set of impersonal efforts aimed at directing the attention of members of society to a specific good or service to encourage them to buy or order it, or they are the different types of activities through which advertising messages are published or broadcast.<sup>(2)</sup>

Kotler also defines commercial advertising as: a type of non-personal communication, carried out through specialized means according to a fee paid by specific and known parties.<sup>(3)</sup>

Therefore, it can be said that commercial advertisements are the means of conveying information about a good or service in order to highlight its advantages and encourage the consumer to acquire it.

- 3- **Consumer Behavior:** The term consumer behavior refers to "all activities undertaken by individuals in order to obtain and use goods, services and ideas, including activities that precede the purchase decision itself"<sup>(4)</sup>. Baker (1994) defined it as an attempt by an individual to satisfy their desires, by obtaining or using a good or service for that purpose.<sup>(5)</sup>

Issa Mahmoud al-Hassan defined it as a type of human behavior, which summarizes the process of purchasing various goods and services that individuals believe are suitable to satisfy their desires and needs, leading them to decide to buy a quantity of these goods and services.<sup>(6)</sup>

**Eighth: Previous Studies:**

<sup>(1)</sup>Boron, Critical Dictionary, p. 116.

<sup>(2)</sup>Al-Salaheen, Commercial Advertisements, Their Rulings and Controls in Islamic Jurisprudence: p. 12.

<sup>(3)</sup>Philip ·Marketing Management :p497

<sup>(4)</sup>Mohammed, Advertising and its Impact on Consumer Behavior: p. 23

<sup>(5)</sup>Packer, A Study of Consumer Behavior among a Sample of Home Economics Students, p. 85.

<sup>(6)</sup>Al-Hassan, Commercial Promotion of Goods and Services, p. 207.

Among the previous studies that have a relevant approach to the research topic is the following study:

1. **Study of Suhad Adnan Golub Al-Mutairi (2006)<sup>(7)</sup>** : *"Advertising in Arab Satellite Channels and Consumption Trends of the Iraqi Public: A Survey Study of the Exposure of Baghdad Audiences to Iraqi Satellite Channel Advertisements"*.

This study aimed to examine the reality of advertising in Iraq, specifically through the Iraqi satellite channel, with the intention of understanding the consumer trends of the public towards the goods offered to them, through the lens of consumer behavior.

The study was divided into a methodological framework that included the procedures of the basic research elements, which were represented in the research problem and its objectives, as well as the identification of the concepts, terminology, and methodology used. The survey method was employed.

The study consisted of several components, including spatial, human, and temporal, and the study tool was a questionnaire administered to a group of selected individuals.

As for the theoretical aspect of the study, it included a number of chapters that reviewed various topics, including the concept of advertising, its characteristics, and its relationship with certain communication activities and promotion, along with explanation of its economic and social effects and the gradual stages of its development until its reach extended to television, satellite channels and the Internet. The study also covered consumer behavior by identifying the psychological, social and economic factors influencing consumers behavior.

The theoretical framework also dealt with consumer trends, their components, and ways to change the consumer's attitude towards a particular commodity brand through multiple means that the media deliberately uses to achieve its advertising purposes.

As for the practical aspect of the study, it included the survey of the audience of the city of Baghdad, examining their social and economic characteristics of the study sample, as well as determining the extent of the impact of advertising on the lives of the public and its role in motivating them to buy the advertised goods, and the study concluded with a set of findings, and a number of recommendations were put forward that could be beneficial in the future.

2. **Wafa Salah Abdel Rahman's Study, (2018)<sup>(8)</sup>** : *"The Impact of Interactive Advertising on Consumers' Purchasing Behavior – An Empirical Study on a Sample of University Youth"*.

Interactive ads are those in which the audience is actively involved in promoting a product, with the goal of enhancing the customer's sense of belonging to the brand.

These ads aim to simulate the direct interaction between the seller and the consumer in real life, while facilitating online purchases by customizing the display format, quantity, and information provided about the product. They also enable the consumer to compare and analyze available options, as well as to focus on designing products that match customers' needs and preferences, promoting a more effective user experience.

The study problem focuses on analyzing the role of interactive advertising, especially virtual reality advertising on

<sup>(7)</sup>Cf. Al-Mutairi, Advertising in Arab Satellite Channels and Consumer Trends of the Iraqi Public..

<sup>(8)</sup>See: Abd al-Rahman, The Impact of Interactive Advertising on Consumers' Purchasing Behavior.

websites, as an innovative advertising tool that may pose a challenge to traditional advertising. It seeks to uncover the impact of these ads on consumers' purchasing behavior, by answering the key question: "How much does interactive VR ads affect consumers' purchasing decisions?"

The study belongs to the category of empirical studies, with the aim of identifying the impact of interactive advertisements on consumers' purchasing behavior and their inclination toward electronic purchases.

The study is also interested in describing interactive advertisements represented by virtual reality advertisements on the Internet, and clarifying the extent to which these advertisements affect the purchasing behavior of the consumers.

3. **Heba Amer Ali Ahmed (2020) Study<sup>(9)</sup>:** "*The Impact of Brand through Advertisements on the Purchasing Behavior of Baghdad Audience*".

The study sought to assess the impact of brands through advertising on consumers' purchasing behavior, with a particular focus on the shopping audience in Baghdad.

The problem revolved around a key question: Do advertising brands change consumers' buying patterns? This question branched out into three research axes:

1. Questions related to brand characteristics.
2. Questions related to the role of advertising in promoting products and their impact on purchasing decisions.
3. Questions aimed at measuring the degree of brand influence via advertising on consumer behavior.

The results of the study revealed that advertisements for branded products

significantly affect the purchasing behavior of the research sample of shoppers in Baghdad markets, with variation in the intensity of this effect.

The data analysis also showed nine different forms of influence, the most prominent of which was convincing the consumer to buy the advertised product.

The study relied on three data collection tools: the questionnaire to measure consumer opinions, field observation to monitor actual behaviors during shopping, and the five-point scale (similar to the Likert scale) to accurately determine the levels of impact.

#### **Eighth: Discussing previous studies:**

The previous studies reviewed by the researcher on the subject of the current study differed in the problems being investigated, as most of them did not address the problem of the impact of commercial advertisements on the consumer behavior of the professors of University of Diyala. Furthermore, the mechanism of applying the current study methodology is completely different from that of previous studies in terms of presenting information and reporting results. In addition, the research population is also different, and no scientific study has been conducted before according to the researcher's knowledge regarding identifying the impact of commercial advertisements on the consumer behavior of the University of Diyala Professors.

This is in addition to the difference in the research samples and their size, and the research procedures in terms of the use of the survey method, data collection tools, data analysis, and presentation of results. The researcher also benefited from the previous studies in several aspects, which are summarized as follows:

<sup>(9)</sup>Sec: Ahmad, The Impact of Brand through Advertisements on the Purchasing Behavior of the Audience of Baghdad.

- Some of the results of previous studies served as an incentive to conduct this study by examining the latest findings of previous researchers.
- Identifying and crystallizing the research problem, setting the current study questions, determining the type of sample suitable for the study, and the method to be used.
- Benefiting from the theoretical frameworks of these studies in deepening the understanding and awareness of the importance of advertising on satellite channels, as an important advertising medium, and its ability to achieve interaction with the public.

### Second Topic: Theoretical Framework

Advertising is an important phenomenon in modern civilization, as it is associated with the promotion of industry, trade, politics, culture, arts and services, and it is an effective means of increasing the sales volume and expanding market reach, and the need for advertising is an undeniable necessity to enhance the public's confidence in national products that have gradually begun to replace imported products. There is also a need to develop public awareness of the economic, social and political aspects through advertising<sup>(10)</sup>.

Therefore, in this section, the researcher will address some concepts related to advertising and consumer behavior, as follows:

#### **First: Consumer Behavior:**

The term "consumer behavior" refers to the activities and actions that individuals carry out during the process of searching, purchasing, and using goods, services, or ideas, based on their expectation that they will meet their desires or needs, taking into account their purchasing power<sup>(11)</sup>.

The term consumer behavior is also defined as "all activities undertaken by individuals for the acquisition and use of goods, services and ideas,

including those that precede the purchase decision itself"<sup>(12)</sup>.

Consumer behavior, like other human behavior, deserves special attention given the difficulty of measuring and predicting it with high accuracy, and in attempting to define it, scholars suggest that it "expresses the activities performed by individuals during their selection, purchase and use of goods and services in order to satisfy their desires and meet their needs"<sup>(13)</sup>.

From the above, it can be said that consumer behavior is every decision a consumer makes in order to satisfy their needs, which can only be fulfilled through the acquisition or use or use of goods and services, as the concept of consumer behavior is related to the activities and decisions made by individuals when selecting, purchasing and using products and services. Moreover, the formation of consumer behavior is influenced by multiple factors such as culture, values, needs, desires, income, and social influences. Consumers can also behave in different ways, such as searching for information and comparing products, testing, purchasing and evaluation of products.

To understand consumer behavior, it is necessary to analyze and interpret consumers' behavior and behavior patterns, to understand the challenges and trends in the consumer market and to identify effective marketing strategies for companies.

Some scientific studies describe the existence of two different types of consumers namely<sup>(14)</sup>:

- **Individual consumer:** It is the first individual who searches for a good or service and buys it for private or family use.

- **Industrial or institutional consumer:** This includes all private or public institutions, where these institutions research and purchase goods and resources.

<sup>(10)</sup>Al-Ameli, Television Commercial Advertising in Iraq and Ways to Develop It: p. 6

<sup>(11)</sup>Abd al-Rahim, Consumer Relations – Behavioral Introduction: p. 2

<sup>(12)</sup>Mohammed, Advertising and its Impact on Consumer Behavior: p. 35.

<sup>(13)</sup>Al-Jeraisi, Consumer Behavior – An Analytical Study of the Purchasing Decisions of the Saudi Family: p. 44

<sup>(14)</sup>Al-Shafi'i, Advertising and Consumer Behavior, p. 149.

Consumer behavior is the great question mark that those in charge of marketing in general and advertising in particular seek to understand, as it is unpredictable like any human behavior being affected by psychological conditions more than physiological ones. The consumer throughout the day makes many purchasing decisions without paying much attention to them, which are important for marketers, as it is the code that they must find a solution for to push him to buy and increase the revenues of institutions.

Consumption patterns can also be divided into two types:

- **Basic consumption patterns:** These are the patterns that are associated with spending on basic human needs, and they include all aspects of permanent expenditure such as spending on housing, furniture, food, clothing, and other basic needs.

- **Secondary consumption patterns:** They relate to spending on occasions such as birthdays, marriages, and religious occasions such as Hajj and Umrah<sup>(15)</sup>.

In general, it can be said that consumption is considered one of the most important measures of social welfare, but its indiscriminate and uncontrolled increase, especially as a result of advertisements, regardless of their media source and its effects in creating irrational consumption patterns, make it one of the obstacles to economic development, especially in developing societies, which are in dire need of rationalizing their consumption.<sup>(16)</sup>

**Second: Commercial Advertisements and Consumer Behavior:** Commercials play a crucial role in shaping (consumer behavior) through their influence on individuals' decisions and their ability to create or enhance needs. The following are among the key mechanisms of influencing consumers:

- **Emotional appeal:** Ads use emotions such as happiness, fear, or nostalgia to grab attention and

associate the product with positive experiences (such as family ads at special events).

- **Repeatability:** Ad frequency increases brand recognition, boosting trust and automatically making it the first choice.

- **Persuasion via storytelling:** Presenting the product within a story creates an emotional connection (such as car ads showing adventure).

- **Social influence:** Using celebrities or customer reviews to convince consumers that "everyone is buying this product. "As for how to influence purchasing decisions, this can be done through:

- **Creating fake needs:** Advertisements show the product as a solution to a problem that the consumer was not aware existed (such as anti-aging cosmetics).

- **Accelerate the purchase decision:** "Limited time" offers or discounts incentivize immediate purchases rather than deliberation.

- **Influence on identity:** Brands associate themselves with certain values (such as well-being or environmental awareness) to attract target segments.

In terms of the relationship between technology and enhancing the impact of advertising, this can be done through:

- **Targeted advertising:** Using user data from social media and search engines to personalize ads based on users' interests and behavior.

- **Interactive ads:** such as "Shoppable" ads on Instagram that allow purchases directly from the post.

- **Subtle Effect:** These combine ads with regular content (videos, articles) to make them less visible as an ad.

There is also a negative and ethical aspect to the impact of advertisements on consumer behavior that we observe through:

- **Excessive consumption:** Ads may push individuals to buy unnecessary products, affecting financial stability.

- **Exploitation of vulnerable groups:** such as ads aimed at children or those with limited incomes.

<sup>(15)</sup>Anwar, A Comparative Study in the Consumption Behavior of University Students According to Some Demographic Variables: p. 256.

<sup>(16)</sup>Al-Daama, , Private Consumption in Jordan: Its Patterns and Determinants: p. 12

- **Body image distortion:** Promotional advertisements for cosmetic products or fitness services that promote unrealistic aesthetic-physical standards. These factors can be classified as follows<sup>(17)</sup>:

1. **Cultural factors:** Culture is one of the main factors that shape consumer behavior, as it guides his actions through the processes of learning and the acquisition of values.

Culture is divided into two levels:

**First: Total (Basic) Culture:** This includes all the material and moral components that surround human beings and form part of their societal identity, such as inherited customs and traditions that determine the needs of individuals and influence their purchasing choices, where human behavior is considered acquired and interacts with the surrounding environment.

**Second: Subculture:** They are subgroups within the larger society that have distinctive cultural characteristics, such as national or religious affiliations or geographical regions.

These cultures influence the direction of the interests of individuals who belong to them, and are clearly reflected in their purchasing patterns.

**2- Social factors:** These are the influences that affect the consumer's personal behavior while he is present or belonging to certain groups, so that this behavior is influenced by a number of social factors that determine their attitudes and behavior towards the consumption of products, including the family and reference groups.

Overall, commercials are capable of stimulating the economy and introducing consumers to new products, but they can also abuse their influence.

A conscious understanding of its mechanisms helps individuals make more independent and responsible consumer decisions.

### **Third: Economic Factors Affecting Commercial Advertising:**

The most important economic effects of advertising can be determined by the following factors, ordered by their importance to development: **1- The impact**

**of advertising on demand:** Advertising contributes to enhancing the demand for the products of many companies, but its effectiveness remains conditional on the availability of certain conditions, the most prominent of which are:

**First:** The consumer's ability to distinguish between advertised products and competing or alternative products, in a way that gives the product a clear identity in the market.

**Second:** The possibility of advertising affecting the emotional motivations of consumers to buy by arousing feelings of distinction and superiority or a sense of privacy, which motivates them to purchase the product.

**Third:** Advertising contributes to accelerating the pace of demand for the advertised products, which leads to increasing the elasticity of demand for them. This may be reflected in the decrease in production costs as a result of the expansion of sales volumes, which creates the possibility of reducing prices in the future.

**Fourth:** If demand for a particular product is down, advertising cannot stop this decline completely, but it can limit its intensity and slow it down.

**Fifth:** The effectiveness of advertising increases when the factors affecting demand are positive, such as the increase in income levels of individuals and the improvement in purchasing power.

**Sixth:** Advertising cannot create a real demand for a product that does not achieve satisfaction for consumers, as there must be an actual benefit felt by the consumer, in order for the advertisement to have a tangible impact on the demand for the product<sup>(18)</sup>.

**2- The impact of advertising on the consumer's freedom of choice:** Advertising raises a fundamental question about the extent to which it contributes to expanding the consumer's choices or restricting their freedom to choose between the goods and services available in the market, and this effect can be analyzed through three main perspectives:

<sup>(17)</sup>Abu Jalil, Consumer Behavior and Purchasing Decision-Making: pp. 124-128

<sup>(18)</sup>Al-Alaq, Promotion and Commercial Advertising – Foundations, Theories, Applications: pp. 158-159.

**First:** Enhancing the level of well-being: Advertising contributes to introducing the consumer to products and services that contribute to improve the quality of life, and helps in marketing various goods that meet different needs, which leads to raising the level of well-being of individuals and improving their living standards.

**Second:** Reducing risks through commodity differentiation: This aspect is based on the fact that product differentiation enhances the competitiveness of companies within the market, and encourages them to invest in innovation and the development of new products characterized by quality and safety, in addition to building a sense of consumer confidence in the advertised goods, thus reducing the degree of risk associated with the purchase process.

**Third:** Enhancing Quality Control and Preserving Commercial Reputation: Many companies offer a variety of products under one brand, which requires them to apply strict quality control systems to their products, such as conducting periodic inspections of goods to ensure that they conform to the approved quality standards, and excluding products that appear in production defects, in order to preserve the brand's reputation and consumer trust<sup>(19)</sup>.

Reaching effective ideal models to shape the consumer behavior of the most impactful commercial scenes requires an in-depth description and analysis of the following:

**a.** Influential elements in commercial advertisements and successful commercial advertising strategies.

**b.** The impact of commercial advertisements on the viewing audiences, and the role of advertising messages in influencing consumer behavior.

In addition, marketers take into account a number of important aspects, most notably<sup>(20)</sup>:

**a.** Consumers can be classified into multiple categories and parts according to their different needs and desires.

**b.** The consumer, regardless of the category to which he belongs, will react positively to any marketing effort made by the establishment whenever it is in line with his needs and desires.

**c.** The main goal of any establishment is to search for and select the target markets, and to adopt methods and programs to attract and retain customers.

Among the most important points that represent the steps of preparing an optimal model for commercial advertisements that achieve the goals for which the advertisement was designed are <sup>(21)</sup> :

**First: Attracting attention:**

- Successful advertising requires visual and artistic elements such as:

- Attractive design and consistent colors and dimensions.

- A striking movement or size that suits the nature of the message.

- Integration of visual elements (images, text, and graphics).

**Second: Creating Interest:**

- The role of advertising is not only to attract attention, but it should arouse the consumer's curiosity to:
  - Product Features: Highlight the characteristics that meet its needs.

- The right time to use: such as promoting air conditioners as summer approaches.

- Added value: Explaining the tangible benefits that accrue to the buyer from the purchase.

**Third: Generating Desire:** Adopting the desire to buy through:

- Ease of use: Demonstrate the suitability of the product for the consumer's daily life.

- Additional benefits: such as reusing containers for other purposes (such as cups).

- Avoid negative consequences: such as car tire ads that show the dangers of not using them.

<sup>(19)</sup>Ibid., Al-Alaq, pp. 31-32.

<sup>(20)</sup>Al-Awadli, Advertising and Consumer Behavior, p. 16

<sup>(21)</sup>Hawari, Measuring the Impact of Advertisements on Consumer Perception – A Comparative Study of Juice Products Advertisements: p. 23

**Fourth: Persuasion:** It depends on a combination of:

- Logic: such as displaying product warranties or expert testimonials.
- Emotion: associating the product with positive values or feelings.
- Credibility: Avoid exaggeration, such as advertising glasses that show that they can withstand large weights without breaking.

**Fifth: Consolidating Memory:** Advertising enhances the survival of the product in the consumer's mind through:

1- **Repetition:** It includes:

- Distributed Repeat: Publish the ad at intervals throughout the year.
- Intense repetition: Focus ads at specific intervals (e.g., seasons).

2. **Priority and Modernity:** It includes:

- Use innovative elements (distinctive names or logos such as "Coca-Cola: Life is Better").
- Focus important information at the beginning of the advertisement.

**Sixth: The Law of Modernity:**

This means giving the commodity a name that distinguishes it from other goods, provided that it expresses its content, as well as among the generalities of fixation in memory is the slogan or chant, which means that sentence that appears in all established products, such as Coca-Cola, is the origin or life is better<sup>(22)</sup>.

We conclude from the aforementioned that consumer behavior is intertwined as human

behavior, and therefore pushing him to purchase a product or request a service must receive special attention, and here advertisers have a great responsibility, and perhaps among the most important elements of advertising affecting consumer behavior, we find the following<sup>(23)</sup>:

- The content of the advertisement and the clarity of its message.
- Ad type (visual, audio, interactive).
- Duration and time of view (repetition, peak viewing time).
- Artistic form (attractiveness of colors, images, compelling stories).

Finally, in this aspect, it can be said that if advertising is considered as an institution's tool to prove its existence and strengthen its power over competition, it is considered a source of information about products and services in the relationship between institutions and consumers, and thus contributes to strengthening consumer satisfaction and freedom of choice<sup>(24)</sup>.

**Third Topic: Practical (Applied) Framework**

**First: Presentation of the** Results the Impact of Commercials on the Consumption Behavior of Diyala University Professors:

**1- Characteristics of the sample members:**

The characteristics of the sample members were analyzed through four variables, namely (gender, age, certificate, and scientific title), and the results were as shown in Table (1).

Sample Characteristics	Category	Frequency	Percentage
Gender	Male	70	53.84%
	Female	60	46.16%
Age	25-35 years	40	30.76%
	35-45 years	40	30.76%
	45-55 years	30	23.76%
	55 years and above	20	15.38%

<sup>(22)</sup>Al-Zoubi, The Effective Declaration, p. 13

<sup>(24)</sup>Za'imish, False Commercials, p. 80

<sup>(23)</sup>Ben Quicheua, The Impact of Electronic Advertising on Consumer Behavior – An Analytical Study of the Opinions of a Sample of Air Algérie Website Surfers: pp. 69-70

Sample Characteristics	Category	Frequency	Percentage
Academic Degree	Master's	75	57.69%
	PhD	55	42.30%
Academic Title	Assistant Lecturer	45	34.61%
	Lecturer	35	26.92%
	Assistant Professor	30	23.76%
	Professor	20	15.38%

**Table (1): Characteristics of the research sample members**

Table (1) shows that the percentage of males was higher than the percentage of females and represented 53.84% of the interviewed sample, while in terms of age, we find that the highest percentage of university professors?

Was 30.76% and represented the ages from 25 to 45 years, and came in third place the ages from 45-55 years and represented 23.76% and then 15.38% The percentage of ages was more than 55 years, and in terms of certificate, the largest percentage of university professors?

Who were identified was They have a master's degree and the equivalent of 57.69% of the percentage of individuals, and there are also those who hold a doctorate degree, their percentage was 42.30% of the total percentage of the sample that was surveyed.

In terms of scientific title, the percentage of the sample members who hold the title of assistant lecturer was 34.61%, and came in second place with the title of teacher with a percentage of 26.92%, while holders of the title of assistant professor represented 23.76%, and the title of professor was represented by 15.38%.2

**2- Testing the hypotheses of the study:**

**Table (2) Distribution of advertising media impact by age.**

Advertising Medium	Age			
	25–35 years	35–45 years	45–55 years	55+ years
Social Media	15 (37.5%)	15 (37.5%)	10 (33.33%)	7 (35%)
Satellite Channels	15 (37.5%)	15 (37.5%)	9 (30%)	7 (35%)
Newspapers and Magazines	7 (17.5%)	7 (17.5%)	6 (20%)	4 (20%)
Printed Brochures and Posters	3 (4.40%)	3 (4.40%)	5 (16.66%)	2 (10%)

For the purpose of showing and testing the results of the study hypotheses, the result of the first hypothesis, which was represented in (the degree of impact of commercial advertisements on consumer behavior varies according to the advertising medium), and based on the demographic data obtained from the research sample (130 professors?), the results showed the following:

**a-The effect of advertising means by age:**

Through Table (2), it is noted that there is a disparity in the impact of advertising means by age, if it represents the highest percentage of (social media) for all ages, followed by (satellite channels) for the ages of 25-35 and 35-45 with a percentage of 37.5%, while newspapers and magazines came in third place, and the highest percentage of ages 45-55 and 55 and above came with 20% compared to the younger ages, while the last rank was occupied by printed publications and posters if they had the highest percentage of impact on the ages 45-55.

The lowest percentage was among the ages 25-35 and 35-45 with a percentage of 4.40 equally.

**b- The impact of advertising means according to the scientific degree:**

Through Table (3), the responses of the respondents showed that there is a difference in the impact of commercial advertising means according to the scientific degree, if the impact is more on the holders of the master's degree, as the impact of (social media) reached 37.33% for the holders of the master's degree, while the impact was 36.36% on the holders of the doctoral degree, and in the same way, the effect of (satellite channels) was 33.33 out of a group of 75

researchers for master's degree holders, while the percentage of the impact of satellite channels on the holders of the doctoral degree was 30.90%.

Out of a group of 55 researchers, newspapers and magazines came in the third place, but with a higher percentage among PhD holders, as the percentage reached 23.63% of the total holders of this certificate compared to 16% for master's degree holders, and printed publications and posters came in fourth place in favor of master's degree holders in terms of the impact of advertising medium on the consumer.

**Table (3) Distribution of the impact of advertising means by academic degree.**

Advertising Medium	Academic Degree	
	Master's (75)	PhD (55)
Social Media	28 (37.33%)	20 (36.36%)
Satellite Channels	25 (33.33%)	17 (30.90%)
Newspapers and Magazines	12 (16%)	13 (23.63%)
Printed Brochures and Posters	10 (13.33%)	5 (5.55%)

**c- The Impact of Advertising Means by Scientific Title**

Through Table (4), it is noted that there is a difference in the impact of the commercial advertising medium on the consumer behavior of the professors University of Diyala and according to the scientific title, as the holder of the title of (Professors) showed the highest response to social media with 42.85%, followed by the rest of the scientific titles and in a close manner, while the response to advertisements through satellite channels was higher for the holders of the title of professor with a percentage of 35%, followed by the holders of the title of assistant teacher with a percentage of 35%, that is, equal to the holders of

the title of professorship, and it came in a similar way to the campaign the title of assistant professor by 30% and the holders of the title of teacher by 28.57%, while the impact of commercials through newspapers and magazines was the highest percentage among holders of the title of (teacher) with 20%, and the rest of the titles were close between 16.66% for holders of the title of assistant professor with a percentage of 15.55% and 15% for holders of the title of assistant professor and professor respectively, followed by the last rank (publications and printed posters), as it represented the highest percentage for holders of the title of assistant professor with 16.66%.

**Table (4) Distribution of the Impact of Advertising Means by Scientific Title.**

Advertising Medium	Academic Title			
	Assistant Lecturer	Lecturer	Assistant Professor	Professor
Social Media	17 (37.77%)	15 (42.85%)	11 (36.66%)	8 (40%)
Satellite Channels	16 (35.55%)	10 (28.57%)	9 (30%)	7 (35%)
Newspapers and Magazines	7 (15.55%)	7 (20%)	5 (16.66%)	3 (15%)
Printed Brochures and Posters	5 (11.11%)	3 (8.5%)	5 (16.66%)	2 (10%)

**3. The Impact of Media by Gender**

The impact of media by gender According to the previous data (in the preliminary tables), there was no significant difference between males and females in their response to advertising media. From the results shown in the tables, the obtained data support the research hypothesis (the degree of impact of commercial advertisements on consumer behavior varies according to the advertising medium), where the degree of impact differed clearly according to the advertising medium, and this difference was related to demographic factors such as age, academic title, and certificate.

Social media and satellite advertising have been the two most effective means among professors, especially the youngest and the youngest in the academic rank.

While printed publications and posters were among the least effective means, indicating that professors prefer the most circulating, accessible and used media. When the statistical equations were applied by the researcher for the purpose of testing the hypothesis, in which she used the Chi-square test, to examine the relationship between

the advertising medium and consumer behavior, the results showed:

- The value of chi squared = 24.3 (degree of freedom = 6).
- Probability value (P-value) \*\* = 0.001 (less than 0.05), confirming a significant relationship between the two variables.

For the purpose of showing the results of the hypothesis of the second study, which states that visual commercials (such as videos) are the most influential on their purchasing decisions compared to text or print ads), and based on the demographic data obtained from the research sample (130 professors?), the results showed the following:

**a- The effect of commercial advertisements according to the means of advertising:**

Through Table (5), it is observed that visual commercials (such as videos), whether through social media or through satellite TV channels, have the most impact on consumers' decisions from the purchasing study samples compared to text or print advertisements, through advertising means such as newspapers, magazines, publications, and printed posters.

**Table (5) The Impact of Advertising Means by Medium.**

Advertising Medium	Number of Respondents	Percentage
Social Media	40	30.76%
Satellite Channels	45	34.61%
Newspapers and Magazines	25	19.23%
Printed Brochures and Posters	20	15.38%
<b>Total</b>	<b>130</b>	<b>100%</b>

**4- Comparison of the advertising media that have the most impact on consumer behavior**

When comparing the impact of visual commercials with text and print commercials, visual (video) ads are the most impactful as shown in Table 6.

It is noteworthy that the means of visual advertising (social media and satellite TV channels) achieved a high percentage of the respondents' responses, reaching 65.38% compared to the textual advertising means

(newspapers, magazines, publications and printed posters) which reached 34.61% of the total number of responses of the research sample.

When applying the statistical significance test of chi-square ( $\chi^2$ ) between the type of advertisement (visual/textual) and its effect:

- Chi-square = 18.7 (degree of freedom = 1).
- \*\*P-value\*\* = 0.0001 (< 0.05), confirming a statistically significant difference.

Thus, the second hypothesis emphasizes the superiority of visual advertising over text/print

advertisements (especially newspapers and magazines) in influencing purchasing decisions.  
 - For the purpose of showing the results of the hypothesis of the third study, which reads (There is a direct relationship between the frequency of

exposure to advertising and the increase in the tendency to buy among the professors of Diyala University), and based on the data obtained from the research sample (130 professors?), the results showed the following:

**Table (6) Comparison to show the most influential advertising medium.**

Type of Advertisement	Visual Media (Social Media, Satellite Channels)	Textual Media (Newspapers, Publications)
Number of Respondents	85	45
Percentage	65.38%	34.61%

**a- The relationship between frequency of exposure to the advertisement and the tendency to buy according to the respondents:**

It can be seen through Table (7) that 68.9% of those who are exposed to advertisements intensively (+ 5 times per week) showed a high buying tendency, compared to only 20% of those who are rarely exposed to them, as these percentages were calculated by the researcher

using the equation: (number of respondents per category/total category) × 100.

This result confirms the existence of a major direct correlation, as the more frequently professors are exposed to advertisements (especially through social media and satellite TV channels), the more they are inclined to buy, which is consistent with international studies that have shown that repetition enhances recall and trust in the product.

**Table (7) Distribution of the relationship between ad frequency and purchase propensity.**

Frequency of Advertisement Exposure	Respondents' Exposure to Advertisements and Tendency to Purchase			
	Number of Respondents	High Purchase Tendency	Medium Purchase Tendency	Low Purchase Tendency
High (5+ times/week)	45	68.9%	22.2%	8.9%
Medium (3-4 times/week)	55	45.5%	36.4%	18.1%
Low (1-2 times/week)	30	20%	40%	0%

**b- The relationship between the frequency of exposure to advertising and the tendency to buy by gender:**

Through Table (8), we find that female members of the research sample are exposed to

advertisements at a higher rate (43.75%) and show a higher purchasing tendency (65.7%) compared to males (34.3%), which may reflect a difference in consumption patterns or trust in brands.

**Table (8) Distribution of results by gender.**

Gender	Number	High Exposure Frequency	High Purchase Tendency
Females	70	43.75%	65.7%
Males	60	46.15%	34.3%

**5. The relationship between the frequency of exposure to the advertisement and the tendency to buy by age:**

It can be seen through the table that the age group of 25-35 years was the most exposed to advertisements (37.5%) and the highest in the tendency to buy (62.5%), as well as the age group of 35-45 years, which reflects their acceptance of advertising means and the tendency to buy, while we find that the older age groups, while the older groups (45+ years) showed a significant decrease in exposure to advertisements and the tendency to buy, with no high exposure recorded for the 55+ year group.

**Table (9) Distribution of ad exposure frequency and purchase propensity by age.**

Age Group	Number	High Exposure Frequency	High Purchase Tendency
25-35 years	40	37.5%	62.5%
35-45 years	40	37.5%	62.5%
45-55 years	30	20%	33.33%
55+ years	20	0%	0%

#### **6. The relationship between the frequency of exposure to the advertisement and the tendency to buy according to the certificate:**

It can be seen from Table (10) that Master's degree holders are more exposed to advertisements and (66.7%) and the highest purchase tendency, with (73.3%), compared to PhD holders with (36.4%) exposure and (45.5%) purchase tendency, and this may reflect the preoccupation of PhD holders in intensive research activities, or their preference for direct information sources instead of commercial advertisements.

**Table (10) Distribution of ad exposure frequency and purchase propensity by age.**

Academic Degree	Number	High Exposure Frequency	High Purchase Tendency
Master's	75	66.7%	73.3%
PhD	55	36.4%	45.5%

#### **7. The relationship between the frequency of exposure to advertising and the tendency to buy according to the scientific title.**

It can be seen from Table (11) that assistant professors? are 34.61% more exposed to advertisements and 35% more inclined to buy, while professors are 15% less affected, perhaps due to their preoccupation with research loads or their preference for direct information sources.

The researcher conducted a statistical significance test

**Table (11) Distribution of results by scientific title.**

Academic Title	Number	High Exposure Frequency	High Purchase Tendency
Assistant Lecturer	45	34.61%	35%
Lecturer	35	26.92%	30%
Assistant Professor	30	23.76%	20%
Professor	20	15.38%	15%

To show the relationship between the frequency of exposure to advertising and the tendency to buy, and the results appeared as shown in Table (12).

It can be seen from the table that there is a strong direct relationship ( $r = 0.72$ ) between frequency of exposure and purchase tendency, with a high statistical significance ( $P < 0.05$ ), which supports the hypothesis. Thus, the hypothesis of the study that there is a direct relationship between the frequency of exposure to advertising and the increase in the tendency to buy among Diyala University professors is validated.

**Table (12) Testing the statistical significance to show the relationship between frequency of ad exposure and purchase intent.**

Statistical Test	Value	Significance (P-value)
Chi-Square Test	24.7	0.001
Correlation Coefficient	0.72	< 0.05

### **Second: Analysis of the results:**

By studying the results of the questionnaire and what has been mentioned in the theoretical and applied framework of the study, it is clear that:

1- Regarding the characteristics of the study sample, it consists of professors from Diyala University, in which the researcher took into account the diversity in demographic characteristics such as gender, age, scientific degree, and academic title, noting that the percentage of males was higher compared to females, and the age group from 25 to 45 years constituted the largest percentage of participants, and the holders of a master's degree had the highest representation in the sample, while the scientific titles varied between assistant professors?, professors?, and professors, with a clear predominance of the lower academic ranks (teacher). assistant and teacher).

2- Regarding the testing of the hypotheses of the study, the results of the study showed:

- **First: The first hypothesis:** (The degree of impact of commercial advertising on consumer behavior varies according to the advertising medium) there is a clear difference in the effectiveness of advertising means based on age, scientific degree, and academic degree, as follows:

- Younger age groups (25–45 years) were more affected by commercials such as social media and satellite channels, while older age groups (45 years onwards) preferred traditional means such as newspapers, magazines, flyers, and print posters.

- Master's degree holders and teaching assistants were more responsive to advertisements on digital platforms, while PhD holders and professors tended to print text ads.

- Visual ads (such as videos) outperformed text ads in impact, especially in younger age groups,

while print ads remained effective in older groups.

- **Second: The second hypothesis:** (the direct relationship between the frequency of exposure to advertising and the tendency to buy), the results confirmed that there is a strong relationship between the frequency of exposure to advertising and the increase in the tendency to buy, with demographic disparities as follows:

- Young age groups (25–45 years) and master's degree holders showed a greater response to increased frequency, while this response was lower among older groups and PhD holders.

- Females are more likely to buy on repeated exposure than males, possibly due to different consumption priorities or trust in brands.

- Assistant professors? were most affected by repetition, while the effect decreased as academic rank increased.

- **Third: The third hypothesis:** (Visual ads are superior to text), as despite the superiority of visual ads (such as videos) in general, the results revealed a difference:

- Visual ads have been more popular among younger and lower-ranking academic groups, while print ads have retained their relevance among older and higher-ranking groups.

- Social media and satellite channels were the most attention-grabbing, but their effectiveness varied depending on how relevant the content was to academic or everyday needs.

3- The results also showed that the studied frequency of advertisements, taking into account demographic and occupational characteristics, is a decisive factor in promoting consumer behavior among professors, which fully supports the research hypothesis.

### **Fourth Topic: (Conclusions and Recommendations)**

#### **First: Conclusions:**

1- Advertising is a vital tool that reflects the nature of society and influences industry,

- trade, politics and culture, as well as contributes to enhancing confidence in national products, increasing sales and expanding markets.
- 2- Factors such as age, degree, and scientific title play a pivotal role in determining the effectiveness of the advertising medium, which calls for allocating advertising marketing campaigns according to these categories.
  - 3- Frequent exposure to advertisements contributes to enhancing product confidence and increasing the inclination to buy, especially among the groups that are less busy with research loads.
  - 4- Despite the superiority of visual advertising, print ads are still essential to target conservative or less engaged groups with digital platforms.
  - 5- The results of the study reflected a difference in the acceptance of modern means between generations, which confirms the importance of combining digital and traditional strategies.
  - 6- Advertising relies on strategies such as emotional appeal, repetition, storytelling, and social influence to create fictitious needs or accelerate purchasing decisions and associate products with consumer identity.
  - 7- Advertising has an impact on increasing the demand for products (under specific conditions), improving the quality of life by introducing consumers to new products, while strengthening quality control to protect the brand's reputation.
  - 8- Consumer behavior is shaped by the influence of multiple factors (cultural, social, and economic), which requires advertisers to take into account elements such as the content of the advertisement, its format, its display time, and its suitability for the target groups.

### **Second: Recommendations:**

- 1- The need for commercial advertising companies to improve the quality of content by designing short visual ads with detailed

information for those interested in academic details.

- 2- The study also recommends the need to analyze the impact of psychological factors (such as brand loyalty) on the purchasing decision of this category.

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