ABSTRACT

Advertising is one of the main tools of marketing. Nowadays, due to increase in consumers’ knowledge level and public information, they have found greater scope to decide on the choice of goods and services. They analyze commercial signals and choose their favorite goods and services. The main objective of this research is to investigate the effect of commercial advertisements in the recognition of consumers need in the market. The main hypothesis of this study is that the commercial advertising on the detergent products is effective on the recognizing of the needs of Rasht Citizens who are 20 to 65 years in 2013. This survey uses both library research and field studies. In the field method, it applies a questionnaire with 19 questions. These questionnaires were distributed among 170 people that collected 150 responses. The study uses the SPSS software to analyze the data. The results of that shows there is a relationship between the commercial advertising on the detergent products and the recognizing of the consumers’ needs. The results of the paper would be useful for the decision maker in the Rasht detergent products to make the best decision to spend money for advertising.

KEYWORDS: advertising, Consumer Behavior, Detergent Products, buying and Rasht.

INTRODUCTION

One of the most important things in the marketing is advertising which can makes the consumers to buy more goods and services that a company produces (Katke, 2007). In fact, marketing has four sub-categories which are called price, place, product and promotion. Advertising applies to introduce the goods and services which a producer produceand it encourage the consumers to buy their goods and services. Different types of advertising use to attract the consumers by companies in the different societies. Nowadays, one of the most important ways to promote goods and services is advertising. No producer can improve and hang on the market unless they spend a lot of money to invest in the advertising objectives (Hussainy, Riaz, Kazi, & Herani, 2008). To identify the effective factors on the consumers behave in particular situation Such as in economics aspect is the main aim of analysis of consumer behavior (Ayanwale, Alimi & Ayanbimipe, 2005). Analysis of consumer behavior would be useful for advertisers to recognize the consumer behavior to buy goods and services in different situations by consumers (Mendelson & Bolls, 2002).

Consumer behavior is all of the physical and mental activities, and feelings of the consumers who select, purchase, consume and disposal of goods and services to satisfy their needs. In other words, it studies individuals, groups, and the processes which they apply to select and dispose of goods and services to satisfy their needs and the impacts of these processes on the individuals and societies, (Romaniuk & Sharp, 2004, Morris & Boone, 1998).

The consumption analysis cycle offers a framework to study analyze and understand the consumers. The cycle consists of some components such as feelings and recognition, behavior and environment. Buying Decision Process include Six Steps for the Consumer. In fact, Actual purchasing is only one stage of the process.

These steps are (Marofi, F., 2007):
1. Problem Recognition (awareness of need)
2. Information search
3. Evaluation of Alternatives
4. Purchase decision
5. Purchase

Since the detergent products is used in all households and every day, we see, hear and read so many various advertising about different types of goods and services which are shown on television, radio, newspapers, public and
professional magazines and web sites. Therefore, this paper would like to analyze the effectiveness of advertising on the consumer behavior in the detergent products industry. In fact, the study evaluates the effect of advertising to make decision by consumers (Smith & Swinyard, 1983, Stern 1962, Tirmizi, Rehman, & Saif, 2009). If it impacts on recognizing of the needs of Rasht Citizens, the producers of these goods may be increased their profit with increasing advertisement.

The main question of the survey is as follows:
Does the commercial advertising on the detergent products impact on the recognizing of the needs of Rasht Citizens who are 20 to 65 years or not?
The major aim of this survey is to evaluate the effect of commercial advertisements in the recognition of the consumers need in the market. The hypothesis of the research is as follows:
The commercial advertising on the detergent products impacts on the recognizing of the needs of Rasht Citizens who are 20 to 65 years or not.

**MATERIALS AND METHODS**

This survey uses both library research and field studies. In the field method, it applies a questionnaire with 19 questions. These questionnaires were distributed among 170 people that were collected 150 responses. The study uses the SPSS software to evaluate the data. The survey statistical population included all male and female individuals aged 20 to 65 in the city of Rasht in the study sample is a simple random sampling. In this study, statistical population included all male and female individuals who are 20 to 65 years old in Rasht in 2013. Sampling method is a simple random sampling. The sample size of this study is obtained by using the following formula (Sameni Keivani et al, 2013a, b, c, 2014 a, b, c & Jalali & Sameni-Keivani, 2014):

$$n = \frac{z^2 \cdot p(1 - p)}{d^2}$$

Where:
- $\alpha$ is the significance level which is considered 0.05%,
- $P$ is Chance of success in the society. Since whatever it is considered smaller, as a result, the $n$ will find the maximum of possible amount, so it was considered 0.10%.
- $Z$ is the standard variable which is obtained from the statistic table based on the error level and in this study, it is considered two.

Due to the formula, the sample size must be at least 144.

$$n = \frac{2^2 \times 0.1 \times 0.9}{0.05^2} = 144$$

So it was distributed 170 questionnaires and eventually, it is collected 150 completed questionnaires. Finally, the obtained results from SPSS software are analyzed by the nonparametric methods. One-Sample Kolmogorov-Smirnov Test is used to check the hypothesis of normalization of observations in the every distribution hypotheses. If it be accepted the hypothesis of normalization, the paper uses ANOVA and t tests, if it be rejected the nonparametric method which is called Kruskal-Wallis Test will apply to analyze the study.

**RESULTS AND DISCUSSION**

The descriptive statistics for the auxiliary variables is included a description of data about gender, age, education and income of respondents that was extracted by using SPSS software after entering the data of questionnaires on it.

**Table 1:** The results of the descriptive statistics
As we can see at the above table, the respondents are 78 female and 72 male.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>female</td>
<td>78</td>
<td>%52</td>
</tr>
<tr>
<td>male</td>
<td>72</td>
<td>%48</td>
</tr>
<tr>
<td>total</td>
<td>150</td>
<td>%100</td>
</tr>
</tbody>
</table>

Hence, the histograms of these characteristics are as follow:

The histogram shows that the participant’s percentage of male and female is almost equal. The histograms of the ages are as follow:

The above histogram shows that the most participants are 20 to 35 years and the lowest participants related to people with ages between 51 and 65. The histograms of the education are as follow:
As the histogram shows the majority of the participants have a bachelor's degree and negligible percentage has master degree or more than of it.

The histograms of the income are as follow:

The nonparametric method of Kolmogorov-Smirnov Test is applied to check the hypothesis of normalization of observations in every distribution hypotheses. The result of this test can be seen in the following table:

<table>
<thead>
<tr>
<th>education</th>
<th>1.00</th>
<th>2.00</th>
<th>3.00</th>
<th>4.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>80</td>
<td>60</td>
<td>40</td>
<td>20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>income</th>
<th>1.00</th>
<th>2.00</th>
<th>3.00</th>
<th>4.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>60</td>
<td>40</td>
<td>20</td>
<td>0</td>
</tr>
</tbody>
</table>

The above figure shows that the most of participants set in the lowest income class. The nonparametric method of Kolmogorov-Smirnov Test is applied to check the hypothesis of normalization of observations in every distribution hypotheses. The result of this test can be seen in the following table:
Due to the results of this test, the hypothesis of normalization is rejected. So, the survey cannot use the parametric method such as $t$ and ANOVA. Hence, it must apply Kruskal-Wallis the nonparametric method. The Kruskal-Wallis Nonparametric test identifies, in the level of $\alpha = 0.01\%$, there is a significant differences among the different categories of the respondents’ responses it means that they are not indifferent to the hypothesis and also with using the binomial test and classification of the responses levels into two-classes which one of them is less than or equal to 10 and another is greater than 10, which they show disagreement or agreement of people with the hypothesis, the hypothesis is tested.

The results indicate the hypothesis is valued it means that the commercial advertising on the detergent products is effective on the recognizing of the needs of Rasht citizens who are 20 to 65 years in 2013. Hence, advertisement impacts on recognizing of the needs of consumers and encourage the consumers to buy these goods. On the other hand, advertisement is effective on choosing and purchasing.

**Conclusions**

This survey used both library research and field studies and showed that the commercial advertising on the detergent products is effective on the recognizing of the needs of Rasht Citizens who are 20 to 65 years in 2013. The findings of the research would be certainly useful for the decision maker in the Rasht detergent products to make the best decision to spend money for advertising. Due to advertising is an effective factor to select the goods by consumers, the study states although the commercial messages are useful to sell goods and services but it must be short.
REFERENCES


Marofi, F., (2007), Marketing, Mahhara, Iran


