

Recognition of Internet- Based Advertisements into Premium News Sites of Iran from View Points of Advertising Center Managers and News Sites Owners

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Abstract

This study was performed to recognize the Internet – based advertisements in Iran. The research methodology was descriptive in correlation type. The population consisted of all staff in 10 web news sites totaling 52 persons. The tools to collect data were a researcher – made questionnaire with 10 questions of general features and 52 main questions. For questionnaire validity used Cronbach Alpha which is equal to 0.85. The results showed that two variables of involving commodity or services (rational / emotional) and type of Site (governmental and private) don't influence the suitability of advertisement from the viewpoint of advertisement center managers and news site managers. But three components, the type of strategy (drag / force), type of advertisement (introduction of commodity or services / subject advertisement) and the audience (permanent / ordinary) are influential on the suitable form of advertisement .

Keywords: advertisement, Internet-based advertisement, news sites, advertisement centers

Introduction

Communications science theorists consider the commercials to be a controlled form of communication trying to persuade audience to buy special commodity or decide to use certain services through different attractive methods and strategies. This definition implicitly shows that the ultimate purpose of commercials is influence the people's minds to make a decision in favor of a commodity or service which is posed in highly competitive world and without advertisement or in the case of unsuitable advertisement, they are doomed to fail and leave the scene of competition. Consequently, there has happened a qualitative growth of advertisement in the world to dominate the rivals. (Saterland,max, 1387)

One can say that almost all of the people are interested in advertisement. An ordinary consumer is subjected to hundreds of advertisements every day. Approximately half of our life is spent watching TV commercials. Yet, commercial ads are a secret. While we don't believe ads influence us, the advertisers continue to advertise. Therefore, there must be something in action, but on whom and how it is exactly done.

Media are regarded as the important part of advertising process so that it could be successful. The status of trade brand plays an important role in success or failure of marketing programs. one of the most rational methods of forms making the status of products to

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advertisements is to use advertising media. Media access the consumer of – brand (audience) and receiver of brand status.

Organizations and firms which have the motivation of entrepreneurship know well that new media are influential in challenging environments. Today, advertisement industry is so spread that there is great wealth accumulated in this industry, regarded as the most important issue of our country. The advertisement can be viewed in a global village.

The recent changes of communication and information technology and formation of new grounds of activity along with new education for economical and social activity have attracted experts view to it. There has been formed an information society with information technology which has created special ambitions for audience. One of these grounds is commercials which have found particular feature to advertise commodities. The agents of commercials try to use the latest achievements of CI to introduce their commodity and attract their audience to a product, in addition to using symbols and color composition.

They try to communicate widely with their audiences and become familiar with the customers needs and expectations through network and web. For instance, Internet has become able to accommodate all the capacities of old technologies and dominate all trade and commerce activities. Interactiveness is the main feature of being online regarded as the best characteristic of cyber environment. Interactiveness refers to audience's feedback in that they respond to the ranking of advertisements.

Among the peculiar features of Internet are orienting the audience precisely, informing completely and fast, low cost, the vast area of domain of audience careful supervision with designed software and interactive capacity.

These features are represented in the Internet – based advertisement, which connects producer-supplier of each commodity to the consumer directly. Therefore, the orienting of audience in Internet is more precise than that traditional media (press, radio and TV). In addition, the advertiser delivers the information to the audience by using audio and visual facilities. The cost is reduced to minimum and there is received exact reports form audience's reaction.

IAM is related to momentary consumer's behavior. The patterns applied in this model consists two fields. First, a functional task of how users enter Internet sites and second processing concept of what users do when they have confronted Internet – based advertisement. The overall hypothesis of model is based on the fact that processing information happens in an interactive environment, dependent on a functional structure. This model tries to classify the types of Internet based advertisements, recognize the characteristics of Internet – based advertisement and study the factors influencing attention, memory and formation of user's attitude. Advertisements in news sites have characteristics which can be classified by using IAM model so that we can obtain a suitable form of advertisements in news sites.

Internet – based advertisements have special methods and vehicle to deliver their message to potential consumers. The most common method of Internet – based method is banner, a graphic plane 1.2 *2.5 cm to 12.5 – 15.5 cm calculated in pixel scale. A banner contains firm name, product name and a short message for potential costumer. The purpose of banner is to encourage visitor to click on the advertisement so that the visitor is transferred to the main website. In the process of publishing banner, there are two participants. The first is advertiser who tends to attract visitor for his web site as many. The second is Internet publisher which places banner on the web pages and receives money. The important benefit of banner is that acts actively and draws the customer to the advertiser site.

Provision of banner is cheap and fast and we can use animations, graphics and photos in its design with the help of web automotive system, supervision and management of banner distribution is easy.

One can become aware of some information such as frequency of displaying banner, the number of clicks on banner, date and even the country of visitors through advertisement systems online so that advertisement can be changed. The experience has shown that smart using banner has been effective in introducing brand and sales.

In this study, we have tried to pay attention to Internet – based advertisements in news sites from view point of advertising center managers and news sites, to get a good and suitable form of banner advertisement.

Internet – based advertisement is performed in different shapes with specific features, regarding the aim of advertisement, type of product audience's characteristics, we can choose suitable form of Internet- based advertisement. We used Alexa. com to choose 10 premium sites in the country.

This site calculates the traffic rating of news sites by analyzing the data, gathered from millions of users in three months combined with the observation of pages. In fact, Site rank shows both the number of user having observed the site and that pages visited by users. These data are displayed in the site after being classified, investigated and calculated as traffic ranking.

Methodology

The method of this research is descriptive of correlation type. The statistical population is consisted all advertising centers, country new sites and statistical units, supervisors and senior staff of these sites

These people were 52 totally. The data were gathered by a research-made questionnaire. The validity of questionnaire was validated by experts, tutors and supervisors` view calculate the questionnaire consistency, we performed it on 15 subjects and obtained Cronbach Alpha equal to 0.85

Results and Discussion

Having finished the analysis of data obtained from the questionnaires, we provided a table containing the results of the effects of the variables to test the hypotheses of research.

The first hypothesis said that the type of involvement with services or commodity can influence the selection of suitable form of advertisement from viewpoint of advertisement center managers and news sites owners.

Table 1: Examination of the relationship between involvement with commodity or services in choosing suitable form of advertisement using cross tables test.

total		banner		search engine		email		suitable form of advertisement, involvement with services or commodity
percent	number	percent	number	percent	number	percent	number	
		50	12	4.2	1	45.8	11	rational
		.1	9	21.4	6	46.4	13	emotional
		40.4	21	13.5	7	46.2	24	total
	3.882				2			0.144

The second hypothesis indicated that the type of strategy in choosing the suitable form of advertising is influential from viewpoint of advertising center managers and influential news sites.

Table2: The relationship between the type of strategy in choosing the suitable form of advertising by using cross table test.

total		banner		searchengine		email		suitable form of advertisement the type of strategy
percent	number	percent	number	percent	number	percent	number	
		27.6		24.1		48.3		push
		56.5				43.5		pull
		40.4		13.5		46.2		
8.275				2				0.016

The value 8.275 obtained with the freedom degree of two has been calculated with the measurement error less than standard .05 shows a significant relationship between dependent and independent variable in the study. Then, the research hypothesis is approved and null hypothesis is rejected. In fact, the type of strategy is influential in choosing suitable form of advertisement from view point of advertising center managers and news site owners.

The third hypothesis said that the type of advertisement in choosing suitable form of advertising is influential from viewpoint of advertising center managers and influential news sites.

Table3: The relationship between the type of advertisement in choosing suitable form of advertising and managers viewpoints by using cross table test.

total		baner		Search engine		email		suitable form of advertising,type of advertising
percent	number	percent	number	percent	number	percent	number	
		48.6				31.4		Introducing commodity or services
		23.5				76.5		Subject advertisement
		40.4		/		.		total
10.206				2				0.006

The value 10.206 obtained with the freedom degree of two has been calculated with the measurement error less than standard .05 shows a significant relationship between dependent and independent variable in the study. Then, the research hypothesis is approved and null hypothesis is rejected. In fact, the type of advertisement in choosing suitable form of advertisement from view point of advertising center managers and news site owners is influential.

The Fourth Hypothesis indicated that the type of audience is influential in choosing suitable type of advertising from view point of advertising center managers and news site owners.

Table 4: The relationship between the types of audience in choosing the suitable form of advertising by using cross table test

total		banner		search engine		email		type of audience
percent	number	percent	number	percent	number	percent	number	
								permanent
		11.1				88.9		temporary
		40.4		13.5		46.2		total
41.699				2				0.001

The value(41.699) obtained with the freedom degree of two has been calculated with the measurement error less than standard .05 shows a significant relationship between dependent and independent variable in the study. Then, the research hypothesis is approved and null hypothesis

is rejected. In fact, the type of audience in choosing suitable form of advertisement from view point of news site owner and advertising center managers.

The Fifth Hypothesis pointed out that the type of sites is influential in choosing suitable type of advertising from view point of advertising center managers and news site owners.

Table 5: The relationship between the types of sites in choosing the suitable form of advertising by using cross table test

total		banner		search engine		email		type of site
percent	number	percent	number	percent	number	percent	number	
		51.9		7.4		40.7		governmental
								private
		40.4		13.5		46.2		total
	3.714				2			0.156

The value 3.714 obtained with the freedom degree of two has been calculated with the measurement error less than standard .05 showing lack of significant relationship between dependent and independent variable in the study. Then, the research hypothesis is rejected and null hypothesis is approved. In fact, the type of strategy is not influential in choosing suitable form of advertisement from view point of advertising center managers and news site owners.

Conclusion

The result of testing first hypothesis, the type of involvement with commodity and services is influential in choosing suitable form of advertising from viewpoint of advertising center managers and news site owners, means that this involvement is not influential as there is a slight difference in the form of advertising in various types of commodity or services involvement rationally or emotionally and this is confirmed, as its value is obtained at the consistency level of 0.144, rejecting the hypothesis. Therefore, we must accept that the type of involvement with commodity and services is not influential in choosing suitable form of advertising from viewpoint of advertising center managers and news site owners choosing suitable form of advertising from viewpoint of advertising center managers and news site. The result of testing second hypothesis, the type of strategy is influential in choosing suitable form of advertising from viewpoint of advertising center managers and news site owners, meaning that the type of strategy is influential as there is a great difference in the form of advertising in various types of strategies applied and is confirmed, as its value is obtained at the consistency level of 0.016, confirming the hypothesis. Therefore, we must accept that the type of strategy is influential in choosing suitable form of advertising from viewpoint of advertising center managers and news site owners. At last the findings indicated that of five factors of commodity or services involvement, the type of strategy, type of advertising, type of audience and type of site, the influential ones are the type of strategy, type of advertising, type of audience from viewpoint of news sites owners and advertising center managers while the other two do not have any impact in choosing suitable form of advertising.

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