

The Impact of Advertising on the Consumer and the Standards That Help Increase the Purchasing Power of the Public

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What encourages consumer behaviors is the widespread use of advertising and its strong presence in societies that depend on consumption as a civilized face, as well as the use of various promotional methods, such as repetition and focus in advertising, continuous research, widespread spread and continuous product development, so the current research aims to identify the impact of advertising on the consumer and the standards that help increase the purchasing power of the Iraqi public through conducting a field research on a sample of 327 Iraqi audiences in the city of Baghdad, Karrada district, who are exposed to advertisements of electrical and electronic devices. The results of the research showed that there is a correlational relationship with statistical significance between the components of the advertisement and its nature and its impact on the consumer's purchasing decision, as there is a correlation between the demographic variables of the respondents and the components of the advertisement and its nature and an impact on the purchase decision of the Iraqi consumer.

Key words: *Advertising - consumer, purchasing power - Iraqi public.*

Introduction

The natural state of the consumption process is the stimulation of individual or family behavior to consume the various goods and services, in line with his need and desires within appropriate limits and controls that keep the individual and the family consistent and natural growth, and do not result in unreasonable or out of control obligations, or those that can leave negative psychological effects on The individual and society in line with the definition of

consumer behavior, which is the means by which the consumer reaches to reach the largest possible degree of saturation through his limited income, and when this is achieved the consumer reaches the so-called consumer balance, i.e. achieving the maximum satisfaction within the limits of income and prevailing prices. The current period is characterized by intense competition between companies of different forms, whether commodity or service, which led to the complexity of the purchasing behavior of consumers, as they are choosing among many similar products between them. This led companies in general to follow all promotional methods that guarantee them to achieve effective communication with consumers and motivate them to make the purchasing decision, so that modern technology provides access to the largest possible segment of the public, which leads to increased marketing opportunities and thus increase the purchasing power of the public in particular. In the sector of electronic products and home and electrical appliances.

The First Topic: The Methodological Framework for the Research ***The Importance of Research***

Theoretical importance: The research is considered one of the basic research that seeks to increase knowledge of the relationship between advertising and standards that help the consumer to increase purchasing power and try to access new knowledge and develop theoretical concepts on this subject, that is, the main goal is to increase familiarity with concepts and studies that have been done before Researchers. Based on the foregoing, the scientific addition to the research lies in the fact that its results will come as an endorsement and additional support for the results of previous studies. The importance of the research lies in a specialty to study the extent of advertising in delivering the consumer to the stage of purchasing the advertised product, through relying on theories of interpreting consumer behavior and focusing on Characteristics of the content of the advertising message, which has a stronger role in influencing purchasing behavior and increasing purchasing power. Applied importance: Knowing the consumer's behavior and trends towards advertising enables companies to develop appropriate promotional strategies for their products and design advertising that can positively influence the purchasing decision. Also, the importance of emphasizing the characteristics of the content of the advertisement most influencing the purchasing behavior and working to address the weaknesses of the annoying content of the advertising message.

Research Problem

Our research problem crystallizes by answering the following main question (Is there an effect of advertising on the consumer and what are the criteria that help increase the purchasing power of the public)?

Research Objective

- Learn about the factors that influence advertising on the Iraqi consumer
- Identify the components of the advertisement that help increase the purchasing power of the Iraqi public.
- Knowing the demographic factors of the Iraqi consumer and their role in being affected by advertisements and thus increasing purchasing power.
- Learn about the most important media outlets through which the Iraqi public watches ads.

Research Method

This study employs the media survey method, which represents an organized effort to obtain data and information, descriptions of the media phenomenon in its immediate situation with a view to forming the basic base of data and information required in the field of specialization and that it represents the best method and method for collecting information and displaying data in a form that can be used 1.

Community and Research Sample

The study community is represented by the Iraqi public with all its spectrums in Baghdad city, based on a sample of 327 (male and female) from the current consumers and representatives of the products of the electronics, home appliances, electrical and foodstuffs sector in the Karrada market in Baghdad. And frequented by many Iraqi consumers.

Data Collection Methods and Tools

A questionnaire used by the researcher in the field study to collect information from a sample of the Iraqi public, starting from 1/9/2019 to 1/11/2019 and was applied in a personal interview method.

The Second Topic: Theoretical Framework: The Impact of Advertising on the Consumer

Persuasion Factors in Advertising

The advertisement includes a persuasive communication process that aims to influence the minds of individuals of a certain consumer audience to solicit behavioral responses (preparations, tendencies, trends) in the desired direction by the advertiser, and this process of influence depends on a persuasive mechanism through which one or more of the chain of perceptual effects is produced. Effects begins by introducing consumers to the announced goods or services (especially new ones, leading to more advanced cognitive effects in terms

of their behavioral content, such as forming impressions, convictions, interests, behavioral trends, behavioral tendencies, intentions, and finally purchasing behavior itself 2).

The mental effects of commercial advertising on the behavior of consumers are cumulative in nature, which helps to reinforce and deepen the behavioral content (readiness or tendency to act) that these effects entail, leading these consumers to eventually adopt Adoption and buy the advertised good or service.

Much effort has been made by researchers to illustrate how consumer behavioral adoptions are made. While the level of analysis and discussion here does not provide an opportunity to go to more than the level required for the purposes of this study, it is necessary to present the most important attempts that have been made within this context.

One of the most prominent attempts to implement the ideas and concepts of adoption within the context of the advertising of the Lavig and Steiner Model (1961). The researchers suggested six basic stages through the adoption process, and they were linked with three basic psychological dimensions: 3:

1 .Perception.

2 .Knowledge.

These two stages are related to the cognitive dimension.

3 .Contentment.

4 .Preference.

These two stages are related to the emotional dimension.

5 .Tendency to act (behavioral aptitude).

6 .Purchase.

These two stages are related to the voluntary dimension.

One of the most prominent theoretical approaches that attempted to explain how commercial advertising occurs its perceptual effects and thus to win over purchasing behavior, is the Model of Hierarchical Effects. This approach is considered the main conceptual framework for most theoretical and applied attempts aimed at explaining and explaining how the commercial advertising affects its effects on purchasing behavior. This approach is based on two basic assumptions:

1 .The advertisement works through a series of communicative effects, and it carries that, the belief that any persuasive communication process (such as advertising) in order to be effective (i.e. capable of soliciting the desired behavior) must pass through a number of stages that each depend on The success of the previous stage.

2 .This approach relates to three mental levels: cognitive level, (cognitive), emotional level, and voluntary (behavioral) level.

The mechanism by which this approach works depends on the premise that cognitive effects (cognitive) must precede the emotional effects that must precede behavioral effects.

It is worth noting that all the theoretical models that tried to explain how the announcement takes place, all of these effects depend on the same two previous assumptions.

Among the most prominent models that depend on this type of sequencing in mental effects are what is referred to as the AIDA model 4. This model suggests that the individual's purchasing behavior goes through four basic stages: (1) Attention, (2) Interest (3) Desire, and finally (4) Behavioral behavior.

Although the model represents an attempt to explain and explain the influencing role of commercial advertising on purchasing behavior, it relied on fewer assumptions about persuasive mechanics through which the advertisement works. In addition to what it provides from the dynamic description of the process, the behavioral formation that the advertisement causes, and for this the model suffers from conceptual problems, as it did not address this process with a deeper level of discussion and analysis. This is why the model is descriptive in nature. Consequently, he was not exposed to the mental processes that take place with the consumer and the effects that may have on the formulation of his behavioral response to the persuasive effect attempt that is included in the advertisement. In this sense, the consumer model was considered a negative person and could be automatically criticized for any sensory stimuli that he might be exposed to (such as commercial advertising).

As for Rogers (1983), he proposed in his model five cognitive stages for the process of consumer adoption of new products. These stages are: (1) the Awareness stage, (2) the Interest stage, (3) the evaluation stage, and (4) the experimental phase (behavior). Experimental) and finally (5) the stage of Adoption in which the consumer begins purchasing the good or service with a degree of self-commitment towards it.

Nevertheless, Rogers' model suffers from two conceptual problems 5. With regard to durable and non-durable goods. For durable goods, the question is whether the consumer can test these goods so that he can return them if they are not evaluated positively by him. As for non-durable goods, the question was about whether the consumer is actually doing all these mental stages when he wants to buy these goods?

These aspects were taken into account in the developed model, where Rogers took into account the fact that the individual can reject the new good or service after trying it, leading

to negative attribution processes around the good or service. Indeed, Rogers' evolving paradigm came in line with the learning process and theories associated with changing trend 6. It involved four main stages in the adoption process. It is (1) knowledge (2) conviction (3) decision-making (4) confirmation.

Although the importance of the Rogers model is that it is an attempt to explain and explain the dynamics of the adoption process, it is a useful tool in describing how the consumer responds to the advertising message trying to promote a new good or service.

The information processing model is also considered one of the conceptual frameworks that adopted the entrance of the serial effects in explaining and explaining how the commercial advertising works and the relationship that this entry entails (knowledge - feeling - behavior). This model includes a deeper detail of the effects that the advertisement can have, namely:

- 1) Attention to the advertising message.
- 2) Understand and understand the case on which the advertising message is based.
- 3) Building conviction and belief.
- 4) Promote beliefs and convictions.
- 5) Act on the basis of the belief belief

The truth is that there were other attempts aimed at describing the mental processes (effects) in the light of which the behavioral response of the consumer to the effect that commercial advertising can have. These attempts depend on the basic concepts included in the theory of information processing 7 and the main ideas of this theory stem from different sources, their formulations depend on the fact that individuals respond to any promotional stimuli (such as advertising) through a series of mental stages whose end represents the expected behavioral behavior. The researchers differed on the extent of the detail that they went to in describing these stages, where some of them were brief while others were detailed. The extent of detail that the researcher has gone to depends on the level of concern in which the information processing process takes place. In general, it is possible to distinguish two levels of mental processing of information: the high level of high-Involvement and low level of low-Involvement. If the level of analysis and treatment in which the researcher puts his vision of mental processes high, then his attempt was more detailed and vice versa 8.

Types of Consumers

The concept (consumer) is used to describe two different types of consumers first: the individual consumer and secondly: the industrial or institutional consumer. As for the individual consumer, it is the individual who searches for a good or service and buys it for private use or family use. As for the second type of consumer, it is the industrial consumer

that includes all private and public institutions. These institutions search and purchase goods, materials, or equipment that enable them to implement their goals set out in their plans and strategies. As for the services buyer, he often purchases various tools and equipment that enable his organization to provide its services to both the individual consumer or the institutions that may need it. There is a clear difference between the buyer and the user, because the person who may buy a commodity is not the one who will use it permanently, just as it is not necessarily the person who consumes it or uses it or even the actual buyer for it.

The Objectives of Studying Consumer Behaviour

It is to know how the actual behavior occurred in addition to analyzing the factors that affected the behavior before it actually occurred, and as a study of human behavior it seems important to know the content of internal and external influences that drive the individual consumer or the industrial consumer to purchase.

Consumer Motivation

- 1 -The motive for buying for the purpose of actual consumption and the real need for the good and service, and this motive is to purchase the basic commodities that guarantee his survival and survival.
 - 2 -The motive of buying for the purpose of storage, the fear of high prices, which drives them to be cautious about storing.
 - 3 -Boasting for the purpose of procuring goods of well-known brands.
 - 4 -Purchase motivation for the purpose of modernization and renewal.
 - 5 -Buying motive for the purpose of direct resale with gains.
 - 6 -Buy motivation in order to satisfy the desire to buy itself. 9
- Other motivations for consumers to buy such as: rest and avoid exertion, fun and relaxation, and psychological happiness.

Difficulties in Studying Consumer Behaviour

Despite the importance of studying consumer behavior, there are many difficulties facing this study, which are 10:

- 1 -Failure to specify what is required, i.e. the inability to define the goal to be studied, as studies some things find it difficult to define goals accurately.
- 2 -The difficulty of knowing and interpreting what is in the consumer's risk, as well as his behavior clearly.
- 3 -The difficulty of analyzing and knowing the purchasing patterns of the consumer, which depend on the intelligence and experience of the consumer.

4 -Consumer behavior is the result of a group of internal and external interactions that affect this behavior. Therefore, in most cases, there will be difficulty in knowing these effects.

5 -The importance of studying consumer behaviour

Large industrial institutions and organizations adopt the results of studying consumer behavior, especially those that they self-undertake and benefit from their results in planning what must be produced in quantity and quality to satisfy and satisfy the needs of current and potential consumers and according to their capabilities, tastes and motivations, just as such results to study consumer behavior help them in choosing mix elements The most suitable commodity or service marketing on the one hand and to the possibility of discovering any available marketing opportunity that can be successfully exploited on the other hand.

The Study Of Consumer Behavior Helps Institutional Officials in Several Aspects, Including the Following 11:

- 1 -Discovering suitable marketing opportunities.
- 2 -Marketing Concept: The division of the market aims to divide into distinct groups or sectors of consumers who are similar among themselves within each sector, but they differ from one sector to another.
- 3 -Designing the competitive website for the Foundation's products.
- 4 -Development and improvement of services provided by the institution to its customers.
- 5 -Understand the roles of family members in decision-making.
- 6 -Rapid response to changes that occur in the needs and desires of consumers.
- 7 -Influencing the psychological trends of consumers.
- 8 -Knowing the social factors affecting the purchasing decision.
- 9 -Taking into account the traditions and values prevailing in society when preparing marketing strategies.
- 10 -Understand the impact of personal relationships on the purchasing decision.

Purchasing Behavior Patterns

1 -Routine purchasing behavior: this behavior appears under conditions of low degree of care and in the absence of significant differences between brands, this behavior is in the case of a decrease in the price of the product, as well as a low degree of risk associated with its purchase, as well as a high rate of repeat purchase, for example when the consumer goes To buy a product like mineral water or cleaning supplies, he will be asked about the brand he used to buy, and if he does not find, he will buy any alternative mark as they are similar. The consumer in this case does not make an effort to search for information about the available signs, but all that happens here is the consumer receiving the information while watching TV or reading magazines, and this is known (the negative reception of information). 12

2 -Limited purchasing behavior: we usually find shopping goods such as fridge and television, which are not purchased periodically, as this behavior is linked to the purchase of products for which there are no significant differences between their alternatives. For example, when consumers purchase a product such as carpet, a decision with penetration is faced. Myself is high (indulging), due to its high prices and the different tastes expressing the individual's preferences. In spite of this, we find that these consumers are convinced that there are no differences between the carpet marks that have close prices, and then you find them buying what is available quickly and as long as Availability of these products at good prices or easily and conveniently available for purchase.

3 -Extended purchasing behavior: we find it especially when making the decision to buy special goods such as buying a car or a house, which needs to make an effort and long time in the process of searching for information before making the decision for several reasons, including the high price, lack of information about it in the consumer, and buying it for the first time. Once or after a long period of time from the first purchase decision. 13

Advertising and Consumer Purchasing Decisions

Where the purchasing behavior stages are divided into three stages:

1 -Pre-purchase stage:

A- Feeling of the need for the commodity: The beginning of the buying decision-making process for the consumer is when he realizes or feels that something is unsatisfied with him, and when this need is unsaturated to the extent that he has the motivation to search for a suitable solution that satisfies that need. 14

B- Searching for information: After the consumer knows the consumer need that he is facing, he begins to search for information related to the problem that can help him in solving it, and the individual usually resort to two types of information sources:

First: the internal sources, which are the sources that are related to the consumer himself His previous experience include

secondly: external sources: which are obtained by the consumer from the environment around him, and it includes two types:

first: official sources (non-personal such as commercial sources, government sources, independent sources

second: personal informal sources) that includes family members, relatives and friends and often It has more reliability and more trust among consumers. 15th

2 -Evaluating the alternatives: After the consumer obtains all the information related to the commodity from the previous stages, he begins to evaluate the alternatives available in the market. At this stage, the consumer compares the available alternatives and is able to solve his problem and satisfy his needs, in order to choose the alternatives that are most able to achieve the largest possible satisfaction 16.

3 -The purchase phase: the completion of the purchase: consumers sometimes depend on specific decision strategies they have used several times before and then keep them in the memory, such as the strategy of choosing the mark that has a special discount at the time of purchase, and at other times consumers think about how they determine their choices Only when buying, are relying on you on their previous experience and on their knowledge of competing brands. 17

4 -Post-purchase phase: The buyer usually after this purchase evaluates this process, and the satisfaction achieved by this process for the benefit and to confirm his confidence in the decision he made, and the consumer may be affected at this stage by the concepts generated in the purchase decision with his family or the users of the commodity and this is considered this Time is of the utmost importance to you as an advertiser. If you have to prove the consumer's confidence in his purchasing decision by indicating the wrong methods of using the commodity and explaining it to the consumer and publishing the results of the surveys that confirm the consumer's satisfaction with the commodity and its characteristics, it is necessary for organizations to understand the importance of this stage.

The Effect is on the Purchasing Decision of the Final Consumer Through the Functions Performed by the Advertisement:

1 -Advertising affects consumers 'behavior and increases their culture by teaching them healthy and social habits through the acquisition of certain goods or services.

2 -Advertising works to inform consumers about the reality of their needs and guide them to the most appropriate and best ways to satisfy them.

3 -One of the important advertisement jobs is the job of introducing the consumer to the institution's products, whether it is in relation to its characteristics, methods and areas of its use or places of distribution, and its selling prices. Thus, this function contributes to informing consumers about the available goods and services groups, their characteristics and advantages. 18

The Impact of Advertising on Consumer Behavior: Through the Following Factors

A) Repetition: An advertisement that is only published once, i.e. reads or hears, and watches once, has been forgotten quickly, so it is advisable to hear, read, or watch from all consumers repeatedly, and accordingly, repetition of the advertisement contributes to achieving three Goals:

1 -It works to confirm the message in the mind of the public, and it stores the information contained in the advertisement in its memory, even when the right time and the appropriate conditions for its purchase came, that information automatically came to mind.

2 -That repetition contributes to the insistence of the reader until he pushes him to accept the announced idea.

3 -It contributes to providing an opportunity for a new number of members of the public to view or listen to some of the frequently published advertisements, thereby expanding the affected base. 19

B) Continuity: The advertisement continues to be published without interruption so that the relationship between the advertiser and his consumer audience is not severed. If an advertisement for a good or service was published and it was repeated until the first commodity was sold to the consumer, and then it was stopped for a period of time, this stop may lead to the consumer forgetting the ad or the thing that was announced or the opportunity may be provided for the consumer to convert to buying a good or A service that may not satisfy its desires as the declared commodity does.

C) Time: The time required for the success of the advertisement, so the advertiser should not be in a hurry because of his advertisements, but rather he has to be patient until the advertisement pays off in a timely manner.

The Third Topic: The Results of the Field Study and Its Interpretation

Advertising is one of the main applied areas of marketing research. Advertising impact assessment requires a thorough knowledge of the effects and results that advertisement can bring to consumers and metrics for exposure to advertising, ad awareness, and advertising communication are the most relevant metrics for advertising impact research. This research relies on consumers themselves assessing the impact of television advertising on their purchasing behavior, and although this method of measuring the impact of advertising can be cumulative in nature, it meets the purpose of the research; It is not concerned with evaluating a particular ad campaign. The measures of advertising impact do not depend on the amount of sales generated by the advertisement only, but also extend to the communication and persuasive effects that the advertisement can have on the consumer, and it is assumed that in the end it leads to the persistence and direction of purchasing behavior. The current research is based on assessing the impact of the advertisement on the following measures:

Awareness Scale: It measures the individual's attention to the advertisement and its focus on the ideas presented in the advertisement message.

Knowledge measure: It measures the ability of advertising to provide consumers with the necessary information about goods.

Interest metric: It measures the level of interest a consumer has devoted to the content of the advertising message, which reflects the consumer's understanding and understanding of the advertisement.

Desirability Scale: It enables to know the expected behavior on the part of the consumer towards his purchase.

A measure of action (behavior): It measures the clear behavioral response that was sought from the advertisement. Together, these metrics give the effect of advertising on consumer purchasing behavior. And that is at every stage of response to the advertising message.

Table No. 1: The preferred type of advertisement for respondents

%	the number	the sample Ad quality is preferred
75.8	248	TV commercial
	16	Advertising in newspapers
4.9	11	Advertising in magazines
3.4	13	Audio announcement
4	23	Online advertising
7	16	Road ads
4.9	327	Total

The results of the data analysis showed that (75.8%) of the sample respondents prefer TV advertising over other types of advertisement, and Table (1) shows the preferred type of advertisement coupled with the number and percentage of the sample items. From the table it is clear that television advertising is the most preferred by the sample members and it is an indication of their interest in it, followed by advertising in the information network (Internet); This is due to the enjoyment of each of the two types with the superiority of the first in the spread and ease of access to the consumer from the possibilities in image, sound and movement, which makes it the most preferred.

Table No. 2: The reason why sample respondents view ads

%	the number	the sample The main reason to watch
39,1	128	Spending time waiting for the next program
34.9	114	Find out what's new in the market
17.1	56	Enjoy watching ads
8.9	29	other reasons
100	327	Total

By asking the research sample about the main reason for watching ads, 39.1% of the sample said that they are watching ads to pass the time waiting for the next program. Table (2) shows the reason for viewing the sample population, in conjunction with the number and percentage of each reason for the sample. It is observed from the table that 34.9% of respondents see

advertisements to know what is new in the market, and this indicates that this percentage of the sample is interested in advertising as a promotional tool or as one of the sources of information about commodities.

Table No. 3: Reliable source of information about the commodities of the sample members

%	the number	the sample The source of reliable information
	69	Ads
21	79	friends
24.2	51	family members
15.6	114	Do the shopping
34.9	14	Other sources
4.3	327	Total

Sources of reliable information on commodities are divided into five sources, and Table (3) shows each source, coupled with the number and percentage of its items from the sample. It is noted from the table that the advertisement is one of the reliable sources of information for the sample members. Whereas, it is the third most reliable source of information in terms of ranking, while shopping was the most reliable source of information for respondents, which may indicate that the Iraqi consumer relies on himself to collect information about the goods he is buying.

Table No. 4: The role of advertisement as a useful source of information for the sample members.

Average score ratings	ferries
3,57	1- The brand name indicates the quality of the commodity
4,10	2- The advertisement informs about the existence of new goods
2,76	3- The information that you find in the ad is misleading
1,94	4- Advertising attracts the consumer with exaggerated promises
3,89	5- Good advertising provides information
3,25	Overall average rating

The role of advertising was evaluated as a useful source of information for respondents, through their responses to five phrases, based on the averages of those answers. Table (4) shows the phrases and arithmetic mean for the answers of each of them, and the general average for evaluating the role of advertising as a useful source of information, and it is noted from the table that the general average for evaluation was (3.25) which is higher than the level of neutrality 3, which means that the advertisement is a useful source of information on

The commodities of the respondents, as is the importance of the role of advertising in informing about the existence of new commodities, as the indication for this had the highest average rating (4.10). It is also noted that only the third and fourth phrases had their means below the overall average of the evaluation. The only two phrases that have shown the ad in negative terms, This means that the overview of the advertisement by the respondents is a positive one.

Determine the effect of the advertisement directing the sample members to make the purchasing decision

The data was analyzed according to the stepwise phases of the advertising impact field according to the AIDA model as well as according to each stage of the procurement process. The degrees of the effect of the advertisement on the purchasing behavior of the sample members were divided into three categories. According to the value of the mean for the evaluation.

The effect of advertising for each stage of the response among the individuals in the sample The AIDA model explains the impact of advertising on purchasing behavior, through the stages that the consumer goes through before making the decision to purchase the commodity and the data results were analyzed for the phrases that were developed to determine the effect of advertising for each stage, and Table (5) shows the phrases and arithmetic mean of the evaluation and the general average of the evaluation of the advertisement on behavior Purchased the sample.

Table 5: Average score for ad Impact Rating according to the AIDA template

Average score ratings	phrases	AIDA Model Stages
2.61	Ads are the most exciting part	Awareness stage
3.31	Save and repeat clips from the ad	
4.16	Good advertising gets attention	
3.36	Average score for evaluating the impact of the advertisement on awareness	
3.21	I am talking about announcements I have seen	The stage of interest
3.81	They understand the content of the advertising message	
2.63	The use of stars and celebrities in advertising	
3.04	Advertising helps to choose the right goods	
3.17	Average scores for assessing the impact of the ad in the interest phase	
3.09	Remember the product image in the ad for a long time	The stage of desire
3.63	Presence the mental image of the ad when seeing the	

	goods	AIDA Model Stages Awareness stage Average score for evaluating the impact of the advertisement on awareness The stage of interest
4.08	Feeling good about the goods	
3.59	Advertising helps make first product impressions	
3.02	The ad raises the desire to buy	
3.08	Advertising affects the acceptability of goods	
3.45	Good advertising persuades the good	
3.42		
2.92	Think about buying after watching the ad	
3.62	Advertising leads to the purchase of the commodity	
2.37	Watch the ad before buying	
3.15	Advertising helps discover properties in the purchased item	
3.77	Average scores for evaluating the effect of advertising on the action stage	
3.21	Overall average rating	

From Table (5), it is clear that the general average evaluation is greater than (3), which means that the advertisement has a positive effect on the purchasing behavior of the individuals in the sample, but it is not a strong impact; As the general average is less than (4) and looking at each stage separately, it is clear that the strongest effect of the advertisement was in the desire-creating stage, the average evaluation of it reached (3.42), which indicates the success of the advertisement in achieving a link between the advertised commodities and needs. That the individuals that saturate it with the sample, while the least effect of the advertisement is the action stage, which is the behavioral response that was sought by the advertisement; As the average evaluation for it was equal to 2.77 and it is less than (3), which means that the advertisement will not affect this stage. The advertising effect in the act stage depends on the individual's willingness to buy, except that the ad alone does not have the power to make the purchase, and this is something that is known in advance, as the task of advertising is to facilitate the completion of the purchase when dealing with salesmen in the sale situation.

Table 6: Average rating for ad role based on purchase stages

Average rating scores	The stages of the buying process
3.35	Feeling of need
3.27	Search for information
3.34	Differentiation behavior
2.73	Purchase decision
3.15	Post-purchase feeling
3.17	Overall average rating

The role of advertising in directing the purchasing behavior of sample individuals according to the stages of the purchase process. The purchase process represents the behavioral stages that the consumer goes through before, during and after making a decision to purchase a particular commodity, and the role of advertising was evaluated according to the stages of the purchase process through fourteen phrases, and the arithmetic means were used to evaluate the responses of individuals. Sample it at each stage, and the overall average to evaluate the role of advertising in the procurement stage as a whole. Table (6) shows the evaluation averages for each stage and the general average. From the table it is clear that the advertisement has a positive role in directing the purchasing behavior of the sample members during the stages of the purchasing process; Whereas, the overall average evaluation was 3.17, which is higher than the no effect level (3). It is also evident that the strongest effect of the ad on the procurement process was in the sense of need; As the average evaluation scores reached (3.35), which indicates the ability of the advertisement to stimulate and stimulate the needs of the sample members, while the decision stage of the purchase was the only stage whose mean arithmetic fell below a general average for evaluation (2.73), This corresponds to the results achieved in the action stage according to the AIDA model (Table 5).

The role of advertising when making a purchase (shopping) with the sample members by asking members of the sample whether if advertising has a role when they are buying (shopping), three questions were asked each of them specific to a specific type of commodity, and the sample members were asked to choose three of the five options that were set for each A question, and choices were about price, brand, seller's role, and commodity in terms of modernity in make and model, and ads. Table 7 shows the commodity type coupled with the choice of the phrase: I search for the goods that I saw advertisements from the respondents.

Table 7: The role of advertising when shopping for individuals in the sample

The percentage of the sample's choice of a phrase I am looking for merchandise that I have seen ads for	The sample Item type
17.6%	Household items
21.4%	Electronic and electrical devices
30.5%	Food

From the table it is clear that advertising plays the biggest role when the sample members purchase foodstuffs, and this may be due to the intensity of advertising them, as well as to the nature of food commodities where the prices are usually the same, and the consumer does not exert himself in collecting information about them before purchasing them, as they are known to him, and the task of advertising is to bring out one brand in the mind of the consumer. Whereas, the answers to the questionnaire questions related to the role of advertising, when doing shopping consist of three choices out of five of them, came the group of choices - consisting of three - that had the highest percentage of respondents as shown in the table, for each type of commodity. It is noted from the table that the search for the best price is the common choice in all types of commodities, which indicates that the purchasing power of the sample members - represented in choosing the best price - is the most effective when the members of the sample shopping.

What do the respondents think about the ad?

By asking respondents about the role of advertising in increasing consumption, 68.5% of them mentioned that advertising promotes consumption more than necessary. And on the role of advertising in supporting and building the economy, 63% of them mentioned that the declaration contributes to supporting and building the economy, and by calculating the average scores of the evaluation it became clear that the opinions of respondents about the declaration are close to the degree of neutrality (3); where the average was equal to (2.96), and it can be said that the opinions of the sample members on the declaration were closer to its opposition than to its support.

Table No. 8: General arithmetic averages and standard deviations for the answers of the members of the study sample for media components that affect their purchasing decisions.

Approval ratio	standard deviation	SMA	the hub
High	0.61353	4.0884	Advertising content
High	0.66453	4.0603	Advertising design
High	0.65901	4.1041	Time of announcement
High	0.65294	4.1449	Advertising coverage

It was found through the table that the arithmetic mean of the independent variables of the advertising components affecting the purchasing decision, as the highest arithmetic mean of the advertising component reached 4.1449 with a high level of approval, which indicates that targeting the audience through advertising coverage via television has a significant impact on the purchase decision

Table No. 9: Arithmetic averages and standard deviations for the answers of the members of the study sample to the variable of the advertisement content

Level of approval	standard deviation	SMA	Paragraph text
High	0.73189	4.456	The ad provides me with sufficient and expressive information about the electronics and electricity sector
High	0.83965	4.153	The text of the advertisement content is clear data
High	1.01064	4.042	The price announcement of the product advertised in the ad motivates me to make my decision to buy
High	0.83355	4.133	Using celebrities helps me make the decision to buy from the advertised product.
High	0.84400	3.784	Ease of understanding the content of the advertising message in the electronics and electrical sector
High	0.82233	4.039	The good content and content of the advertising message helps me understand the advertisement.
High	0.85496	4.009	Concepts, words, and images have easy and clear connotations that contribute to convincing me of the product.
High	0.61353	4.088	Overall average

It appears from the data in the table that the arithmetic mean for the response of the study sample individuals towards a variable of the content of the announcement ranged (4.456 - 3.784) and the least response questions were the use of feeling personalities to help me in my decision to purchase from the advertised product, and the highest response questions with approval were "provide me Advertising is through sufficient and expressive information about the electronics and electrical sectors, "which indicates that the Iraqi consumer is attracted to advertisements.

Table No. 10: Arithmetic averages and standard deviations for the answers of the study sample members for the variable of advertising design.

Level of approval	standard deviation	SMA	Paragraph text
High	0.81255	4.280	The technical output of the advertisement is effective in influencing the perception and image of the advertisement.
High	0.81792	4.083	The factual design of the advertisement motivates me to pay attention to the content of the advertisement.
High	0.87525	3.981	The use of attractions in product ad design helps me make the buying decision.
High	0.83041	4.031	The balance of the elements in terms of word, sound and image helps me in making the purchasing decision.
High	0.80071	4.064	Formulating the content of the advertisement in an attractive way motivates me to make my purchasing decision
High	0.91896	3.972	The introduction of audios and celebrities increases the attractiveness of the design of the advertisement.
High	0.66453	4.060	Overall average

It is clear from the data in the table that the arithmetic mean of the response of the study sample individuals towards the variable of the advertisement design ranged between (4.280 - 3.972) where the highest arithmetic mean for the paragraph "Technical output of the advertisement is effective and effective on the perceptions and perceived image of the advertisement." The least response was, "The inclusion of audios and celebrities increases the attractiveness of the design of the advertisement." The general average of (4.060) indicates a high level of approval for this variable. Here comes the importance of designing the advertisement through good directing of the advertisement, through consistency between its components in terms of images, colors, drawings, and others.

Table No. 11: Arithmetic averages and standard deviations for the answers of the study sample members for the variable at the time of announcement

Level of approval	standard deviation	SMA	Paragraph text
High	0.82224	4.270	Availability of advertising around the clock helps in purchasing decision.
High	0.78855	4.039	The time of publication of the announcement helps customers follow it according to their circumstances, which helps in making the purchasing decision.
High	0.81403	3.988	The focus in advertising at the time of peaking helps in purchasing decision.
High	0.80696	4.076	The perpetuation of the ad allows me to see the ad continuously
High	0.65901	4.100	Overall average

It appears from the data in the table that the arithmetic averages of the response of the study sample individuals towards a variable at the time of the announcement ranged between (4.270 - 3.988), where the highest arithmetic average of the paragraph reached, "Availability of advertising around the clock helps in purchasing decision.

Table No. 12: Arithmetic averages and standard deviations for the answers of the members of the study sample to the dependent variable of the purchasing decision

Level of approval	standard deviation	SMA	Paragraph text
High	0.79278	4.295	Advertising helps me decide which products I need
High	0.79669	4.057	Get through the ad the product specifications
High	0.85257	3.988	The ad provides me with all the information I am looking for
High	0.86350	3.913	The ad is a credible source of information for me
High	0.79689	4.002	Advertising helps me evaluate the available alternatives
High	0.80207	3.978	Advertising helps me choose the best for my needs
High	0.83558	3.917	Use advertising to make the best buying decision as a trusted authority
High	0.79844	4.073	The ad helps me exclude high-priced products with its ads
High	0.79078	4.073	The ad helps me to know where to buy easily through its ads

High	0.62584	4.042	The ad helps me see all ads for alternatives and options from competing products
High	0.62584	4.042	Total

It is clear from the data in the table that the arithmetic mean for the response of the study sample individuals towards a variable dependent on the purchase decision ranged between (4.295 - 3.913), where the highest arithmetic mean for the paragraph "Help me in identifying the products I need" indicates the general average of (4.042) to the level of High approval of this variable, and here it is clear that targeting through advertising coverage has the greatest impact on the decision to purchase and this corresponds to the results of the previous tables as it adds the character of credibility to the responses of the study sample.

Conclusions

- 1 -Advertising is one of the ways to introduce the largest possible number of people to the product. This helps reach the target audience.
- 2 -Advertisements often reinforce a consumer's need constantly, by repeating the advertisement. Making the person feel pressure, and the need to buy this product, and get it; Which gives him an incentive to make a purchase decision.
- 3 -Iraqi consumers who live in Baghdad prefer TV ads over other types of ads.
- 4 -The advertisement positively affects directing the purchasing behavior of Iraqi consumers, but it is not a strong influence. The effect of the advertisement on provoking the desire to buy was the strongest, while there was no effect of the advertisement when the behavioral response (action).
- 5- Advertising has a positive role in the behavioral stages that the Iraqi consumer goes through before making a purchase decision, especially in raising their needs.



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