

Employing Persuasion in Commercial Advertising and its Impact on the Commercial Behaviour of the Iraqi Public

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The aim of this research was to assess Iraqi consumers in Baghdad, in order to discover the behavioural effects of commercial advertising via social networking sites, measuring the effectiveness of commercial advertising. It aimed to tackle the problem of not knowing the effectiveness of commercial advertising on social networking sites from the point of view of consumers, through their assessment of different behavioural effects. Most previous studies have attempted to evaluate and measure the impact of advertising on consumer behaviour have been based on a limited analysis of advertising effects in experimental situations, with inaccurate results. This study, a descriptive study, found that there were no statistically significant differences between demographic variables (social status, age, monthly income) and degrees of attention. Therefore, its hypothesis of purchasing behaviour is rejected under scrutiny. There are no statistically significant differences between demographic variables, including social status, age, and monthly income, and degree of interest. Therefore, this study rejects its hypothesis of purchasing behaviour, and shows an absence of statistically significant differences between demographic variables (marital status, age, monthly income, 35-41), and the absence of statistically significant differences between demographic variables (marital status, age, and monthly income). The act of purchase and the existence of differences in age, for the benefit of the girls from 20-27 and 28-34 years, was analysed in consideration to age. The result shows that demographic variables, social status, and monthly income do not affect the purchasing behaviour of the Iraqi public.

Key words: *behaviour, demographic, commercial behavior*

Introduction

Despite controversy over the effects that consumer advertising can have, discussing these effects raises a very important question: is commercial advertising really meaningful, and fulfils its desired effect on consumer behaviour? In other words, is it possible to assess the effectiveness of commercial advertising as a method of promotion, which can be employed to serve the marketing objectives of an organisation.

Social media advertising can influence the minds of consumers, appealing to their buying behaviour based on persuasive mechanisms. Many consumers rely on commercial advertising as a source of information needed to make their purchasing decisions, especially in regards to consumer goods. Advertising provides consumers with information on commodity groups in various configurations, brands and brands, enriching consumer choice. It helps them find the best commodity or service (Angie, 2014; Mustafa, 2017; Chu, 2011).

Also, commercial advertising, through social media sites and the promotion cycle, can create the impressions, trends and consumer preferences desired by the advertisers. These can prompt a degree of behavioural readiness, and this means that commercial advertising can be employed for competitive purposes. Just as commercial advertising can construct and create positive preferences and trends towards the advertised good or service, it can create negative impressions and attitudes towards them, compared to its competitors, whether implicit or explicit.

The Methodological Framework of the Study

1. Study Problem

Many Iraqi consumers express varying views and opinions about commercial advertising, ranging from support and preference, to resentment – to the point of accusing commercial entities of deception and misinformation. If trends, as we know, reflect individuals' behaviour, then they can have negative repercussions on the assessment of consumers and advertising effects. This may lead to a loss in ability to influence perceptions and buying behaviour. This could put a big question mark on commercial advertising's feasibility and effectiveness (Casteleyn et al., 2009; Cialdini et al., 1981; Fennell, 2016).

Thus, the problem this study attempts to address is determining the effectiveness of commercial advertising through social media, from the point of view of consumers, and by assessing the different behavioural effects these consumers believe commercial advertising has. However, this problem takes on another dimension when measurement and evaluation becomes broader and more comprehensive, taking into account the cumulative effects that commercial

advertising on social media has over time on consumer behaviour. Therefore, the main problem relates to the process of consumer assessment of advertising effects, and measuring the effectiveness of commercial advertising.

2. Objectives of the Study

In light of the importance of this study and its main directives, it has been designed to achieve the following basic objectives:

1. Assess Iraqi consumers in the city of Baghdad for behavioural effects of commercial advertising through social networking sites.
2. Measure the effectiveness of commercial advertising through social networking sites via behavioural effects, from the point of view of Iraqi consumers targeted through this advertising.
3. Identify the differences in effects of commercial advertising on social media.
4. Provide the necessary information base for decision makers in promotional institutions in Iraq to assist in choosing appropriate means for their commercial advertising, in order to achieve commercial objectives at the lowest possible cost.

Therefore, the current study attempts to identify the effectiveness of commercial advertising through social networking sites, through the assessment of consumers and the different effects that commercial advertising can have on their purchasing behaviour, whether these effects are cognitive (information supply) or emotional (trends, impressions, convictions, preferences), Etc.) or direct behaviour, such as buying. The study also attempts to identify the extent of disparity in the different effects that different types of advertising can make.

3. Questions of the Study

- 1 - What means of commercial media do participants follow on social networking sites?
- 2 - How many years have they used social media?
- 3 - What is the most used social networking site?
- 4 - How many hours does the participant spend on social media?
- 5 - What are their reasons for using social media?
- 6 - What are the reasons for exposure to commercials on social networking sites?
- 7 - What is the standard number of commercials viewed/experienced?
- 8 - What is the length of time commercials are viewed/experienced on social media?
- 9 - What is the preferred commercial format for the Iraqi public?
- 10 - What is the degree of attention paid to advertising on social media?
- 11 - What is the degree of interest in commercial advertising?
- 12 - What is the degree of desire to make purchases after exposure to commercials through social media?

13 - What are the reasons for purchasing after exposure to commercial advertising on social media?

4. Type of Study

This study is a descriptive study, aimed at depicting, analysing and evaluating the characteristics of a particular group, towards a particular situation, which is predominantly specific or studying the current facts related to the nature of a particular phenomenon or situation or group of people, or a group of events or situations, in order to obtain sufficient and accurate information.

This study seeks to monitor and analyse the important role commercials on social media sites play, to identify the characteristics of the Iraqi study sample when being persuaded to purchase (Harris et al., 1980; Lavidge and Steiner, 1961).

5. Study Methodology

This study employs a media survey methodology, a systematic effort to obtain data and descriptions of media phenomena in this field of specialisation – an optimal method for this type of analysis.

6. Study Population

This study aims to analyse its target audience and its vocabulary. This audience is difficult to reach, and therefore focus has been on the community accessible through all hotels in Baghdad.

7. Sample Study

The researcher has increased the number of questions, to a total of 10 questions, on a total number of 400 forms, with a maximum distribution of 410 forms. The researcher excluded 10 research forms after statistical errors were made. The final forms were from 400 individual (both male and female) from the Iraqi public in Baghdad.

The Knowledge Framework of the Study

Persuasion Factors in Commercial Advertising

Commercial advertising involves persuasive communication aimed at influencing the minds of consumer audiences, eliciting behavioural responses (preparation, tendencies, trends) as desired by the advertiser. This process depends on a persuasive mechanism, through which one

or more cognitive effects are triggered. Perceptual effects begin with introducing consumers to advertised goods or services – especially new ones – to more advanced cognitive effects, in terms of their behavioural content, such as the formation of impressions, convictions and concerns, attitudes, behavioural tendencies, intentions, and finally, purchasing behaviour itself.

The mental effects of commercial advertising on consumer behaviour are cumulative in nature, which helps reinforce and deepen that behaviour (readiness or disposition). This ultimately leads consumers to adopt or buy the advertised good or service (Park et al., 2009).

Much effort has been made by researchers to explain how consumer behaviour adoption is made. While the level of analysis and discussion here does not delve into this, it is necessary to briefly investigate the main points.

One of the most prominent attempts to investigate the ideas and concepts of product and service adoption was through Lafige and Steiner's (1961) model.

The researchers proposed six basic stages through which the adoption process was linked to three basic psychological dimensions:

1. Cognition.
2. Knowledge.
(These two stages are related to the cognitive dimension.)
3. Contentment.
4. Preference.
(These two phases are related to the emotional dimension.)
5. The tendency to act (behavioural readiness).
6. Purchase.
(These two phases are related to the voluntary dimension.)

One of the most notable theoretical approaches used to explain how commercial advertising causes its cognitive effects, inducing purchasing behaviour, is the Model of Hierarchical Effects. This approach is considered the main conceptual framework to explain how commercial advertising effects purchasing behaviour. This approach is based on two basic assumptions:

1. Commercial advertising operates through a series of communicative effects, with the belief that any persuasive communication process (such as advertising) must pass through a number of stages, where each depends on the previous stage.
2. This approach relates to three mental levels: the cognitive level, (cognitive), the emotional level, and the voluntary (behavioural) level.

The mechanism by which this approach works is based on the assumption that cognitive effects should precede emotional effects, which should precede behavioural effects.

It is worth mentioning that all theoretical models that have tried to explain how adoption takes place depend on the same two hypotheses above.

One of the most prominent models that rely on this type of sequence in mental effects is referred to as the AIDA model. This model suggests that the purchasing behavior of an individual goes through four basic stages: (1) Attention, (2) Interest, (3) Desire and (4) Behavioural Action.

Consumer Motivation

One of the objectives of this study was to identify how the behaviour occurs, in addition to analysing the factors that influenced the behaviour before it occurred. It is important to identify the content of internal and external influences that drive an individual consumer or industrial consumer to buy. To can display the following motivations for purchase:

1. For actual consumption, and the real need for the good and service.
2. For storage, often motivated by the threat of high prices, which can drive good storage.
3. To boast, leading to the acquisition of goods with well-known trademarks.
4. For modernisation and renewal.
5. For resale, in order to achieve financial gain.
6. To satisfy the same buying desire.

Other motivations for consumers include: for comfort and to avoid effort, for fun and relaxation, and for psychological happiness.

Difficulties in Studying Consumer Behavior

Despite the importance of studying consumer behaviour, there are many difficulties, including:

1. A lack of identification of any inability to determine the target to be studied, as it is sometimes difficult to determine goals accurately.
2. Knowing and interpreting what is in the mind of the consumer, as well as their behaviour.
3. Issues with the analysis of consumer purchasing patterns, which depend on the intelligence and experience of the consumer.
4. The fact that consumer behaviour is the result of a set of internal and external interactions, so in most cases it can be difficult to acutely pinpoint these effects.

The Importance of Studying Consumer Behaviour

1. The Importance of Studying Consumer Behaviour for Institutions

Large industrial enterprises and organisations adopt study insights of consumer behaviour, especially when planning of production and demand, and when attempting to address their consumers' potential, tastes and motives. They look at the most suitable commodity or service on one hand and the availability of marketing opportunities on the other.

The study of consumer behaviour helps corporations in many areas, including:

1. Helping discover appropriate marketing opportunities.
2. Assisting in segmenting the market, where consumers are divided into distinct groups or sectors, with similar consumers in each sector, but differing between sectors
3. Helping design competitive products for the corporation.
4. Developing and improving services provided by the corporation to its customers.
5. Aiding in understanding the roles of family members in decision making.
6. Helping any rapid response required for changes in the needs and desires of consumers.
7. Understanding the influence of psychological trends of consumers.
8. Identifying social factors affecting purchasing decisions.
9. Revealing traditions and values prevailing in the community.
10. Understanding the impact of personal relationships on purchasing decisions.

2. The Importance of Studying Consumer Behaviour for Consumers

The study of consumer behaviour helps consumers in general understand their purchasing and consumer decisions, arming them with all of the information and data required to make successful decisions.

3. The Importance of Studying Consumer Behaviour for the Family

The decision to purchase in the family is made by family members seen to be of relative importance, such as the father and mother. They are responsible for making the appropriate decision, benefiting all of the family. They review the available alternatives for each product and choose an alternative that maximises the family's satisfaction.

The Role of Commercial Advertising in Making a Purchase Decision

The impact on a purchasing decision lies in the functions performed by an advertisement:

1. Advertising affects the behaviour and culture of consumers, linking healthy and social habits through the acquisition of certain goods or services.
2. Advertising works to familiarise consumers with their needs, guiding them to the most appropriate and best ways to satisfy them.
3. Advertising introduces consumers to a corporation's products, including their characteristics, methods and areas of use, places of distribution, and price of sale, informing consumers about groups of goods and services available, their characteristics and advantages.

The impact of commercial advertising on consumer behaviour is determined through the application of the following factors.

A) Repetition

An advertisement that is published only once, i.e. read, seen or heard once, will be forgotten quickly, so it is advisable to expose consumers frequently. Repetition of advertising contributes to prove a message in the mind of the public, storing information contained in the advertisement in the memory of consumers, so, when the time comes, the relevant information can come to mind. In consumer behaviour theory, repetition:

1. Pressures the consumer to accept an idea that has been announced.
2. Allows new members of the public to hear or listen to frequently published advertisements, broadening a product or service's base.

B) Continuation

An advertisement should be published without interruption, so as not to interrupt the link formed between the advertiser and its audience. If an advertisement for a good or service is published and repeated, and then discontinued for a period of time, this discontinuation may result in the consumer forgetting the advertisement or the advertised item. It may also give the consumer an opportunity to switch to another product or service.

C) Time

When considering the time required for a successful advertisement, an advertiser should not be in a hurry to publish ads, but must be patient until the advertisement has proved effective.



Social Media Advertising

Advertising is one of the most prominent elements in the marketing mix, and one of the main activities in marketing. The most popular advertising method these days is social media advertising.

The Concept of Advertising via Social Networks

Social media advertising is a term used to describe a form of online advertising that is focused on social networking sites. One of the main benefits of social media advertising is that advertisers can take advantage of users' demographic information and appropriately target their ads.

Therefore, a majority of international and local companies flocked to this type of marketing and invested in it, to take advantage of its many advantages. It is especially effective as customers do not wholly trust the authenticity of information provided by companies – an area in consumer behaviour previously referred to by the term "impact of the source". Social network advertising allows consumers to interact in marketing campaigns, increasing mutual trust between all parties, and opening the door for dialogue. Corporations can change according to the views of customers about their products, while managing their relationships with customers and trying to communicate effectively and continuously with them.

Social Media Ad Formats

Direct online advertising to friends can be an effective method of social media advertising, but also can be controversial. It can be very effective, as the majority of customers make a decision to buy a good or service depending on word of mouth. This can be considered as an exploitation of personal relationships, and may also raise privacy concerns.

The Results of the Study and its Discussion

This section presents the results of this study, using appropriate statistical methods, obtained from a questionnaire distributed to different elements of the Iraqi public in the city of Baghdad. Four hundred individuals were questioned, to help discover the relationship between persuasion in commercial advertising and its impact on the Iraqi public's purchasing behaviour. The Tripartite Likert Scale, which consists of "OK", "Neutral" and "Exhibits", was developed as a tool to judge arithmetic averages in the tables. This section deals with the presentation of the results of the field study, and will be presented according to the study questions.

What are the habits and patterns of the use of Iraqi social networking sites?

You can clarify the habits and patterns of the Iraqi public's use of social networking sites by knowing the degree of exposure to the sites, the number of years of use, the most used sites, the number of hours of use by the Iraqi public. This is revealed in Tables 2, 3, 4 and 5.

Table 1: Frequencies, percentages, arithmetic mean and standard deviation of exposure to social media sites

Standard Deviation	SMA	Ratio	Repeat	Categories/Degree of Exposure
0.660	2.52	9.2	37	Scarcely
		30.0	120	Sometimes
		60.8	243	Always
		100.0	400	Total

Table 1 indicates that the average of the degree of exposure of the Iraqi public to social networking sites reached 2.52, and the standard deviation was 0.660, or 84%. The “sometimes” category was 30.0%, and last category, “rarely”, was 9.2% of the total sample of the study. When the “sometimes” and “always” categories are combined, the exposure rate becomes 90.8%, which is very high. This result indicates that social networking sites have become the strongly entrenched within the Iraqi public, due to the ease of use of these sites, their interactivity, their ability to assist with communicating with others easily, their ability to offer access to the latest updates and information, and providing a source of entertainment.

Table 2: Frequencies and percentages of years of social media use

Ratio	Repeat	Items
%7.8	31	Below 1 year
%22.7	91	From 1 to 3 years
%26.5	106	From 3 to 5 years
%43.0	172	More than 5 years
%100.0	400	Total

This data indicates that the number of years of the Iraqi public's use of social networking sites category is more than five years for 43% of the sample, followed by 26.5% for three to five years, 22.7% for one to three years, and 7.8% for less than one year.

The results indicate that the Iraqi public's use of social networking sites was most likely over five years. This demonstrates the knowledge in this space of the Iraqi public, over a long time, and their ability to use social media in a way that serves their desires, needs and aspirations (Park et al., 2009).

Table 3: Frequencies, percentages and percentage of the sample for the most used site on social networking sites.

Answer		Location
Ratio	Repeat	
4.1	39	Twitter
16.6	159	Instagram
32.2	308	Facebook
9.2	88	YouTube
3.6	34	Google Plus
22.2	212	WhatsApp
11.5	110	Snapchat
0.6	6	Other
100.0	*956	Total

* The total is higher than the number of participants, as respondents were entitled to select more than one option.

Table 4 indicates that Facebook ranked first in the use of social networking platforms (32.2%), followed by WhatsApp (22.2%), and in third place was Instagram (16.6%), then Snapchat (11.5%), YouTube (9.2%), Twitter (4.1%), Google Plus (3.6%) and others (0.6%).

The results indicate that Facebook ranked first in the use of the Iraqi public, as it helps connect people, regardless of their different locations, places, time and work. Facebook has been widespread and popular among users, as it is easy to use and has a pleasing aesthetic design and characteristics, in addition to its widespread adoption.

Table 4: Frequencies, percentages, arithmetic means and standard deviations for the number of hours you spend using social media

Standard Deviation	SMA	Ratio	Repeat	Items
.971	2.38	18.5	74	Below 1 hours
		41.8	167	From 1 to 3 hours
		23.0	92	From 3 to 5 hours
		16.8	67	More than 5 hours
		100.0	400	Total

Table 1 indicates that the number of hours used by the Iraqi public to social networking sites is from one to three hours (41.8%) according to the sample, followed by three to five hours (23.0%), followed by less than one hour, and finally, five hours and more came in last (16.8%).

The average hours of use was 2.38 hours, which encompassed 59% of the study sample achieved at a minimum.

We conclude that the Iraqi public use social networking sites mostly from one to three hours (41.8%), a high rate of daily high, as these sites have become the outlet through which the Iraqi public spend their free time and form relationships with others.

It is also used to express opinions without restrictions or limits, but this length of social networking often cuts family time, which affects social and family life.

Table 5: Frequencies and percentages of reasons for using social media sites

Answer		Phrases/Reasons to Use
Ratio	Repeat	
21.9	242	Increase my knowledge and knowledge of local events and issues.
15.8	175	Help me communicate with others and share opinions.
8.6	95	Follow up public issues with others.
8.4	93	See ads.
24.0	266	To watch entertainment.
11.3	125	Follow the news and updates.
10.0	111	Shopping and purchasing through social networking sites.
100.0	*1107	Total

* The total is higher than the number of participants, as respondents were entitled to select more than one option.

Table 5 indicates that the "to watch entertainment" option came first at 24%, followed by "increase my knowledge and knowledge of local events and issues" at 21.9%. In third place was "help me communicate with others and share opinions" at 15.8%, followed by "follow the news and updates" at 11.3%, then "shopping and purchasing through social networking sites" at 10%, then "follow-up public issues with others" at 8.6%, and finally, those who went to social media to watch ads were only 8.4% of the total sample.

The results also show that entertainment ranked first thanks to the types of social networking sites accessed by the Iraqi public, and to psychological and social pressures in the Iraqi community, swaying users to access these sites to entertain themselves, for leisure, or to escape from reality.

Table 6

Standard Deviation	SMA	Ratio	Repeat	Categories/Exposure to Ads
0.692	2.24	14.8	59	Scarcely
		46.5	186	Sometimes
		38.8	155	Always
		100.0	400	Total

The table above indicates that the average of the degree of exposure of the Iraqi public to commercial advertisements on social networking sites is 2.24 hours, and the standard deviation is 0.692 or 74.6%. It found that only 38.8% of the total sample was always exposed to these advertisements and 14.8% were rarely exposed.

The results also show that the exposure of the Iraqi public to commercials on social networking sites in the “sometimes” category ranked first (46.5%), and when combining this with the “always” category, the exposure rate becomes 85.2%, which is very high. Advertisers and marketing companies can exploit the Iraqi public’s exposure to commercial advertising, designing and directed their advertisements in a way that draws their attention and interest, affecting buying behaviour.

Table 7 shows the frequency, percentages, arithmetic mean and standard deviation of the number of commercials.

Exposure to Commercials

Table 7: Frequencies, percentages, arithmetic mean and standard deviation of exposure to commercial advertisements on social media sites

Standard Deviation	SMA	Ratio	Repeat	Categories/Number of Ads
0.779	1.78	43.5	174	From one to three ads
		34.8	139	Three to five ads
		21.8	87	More than five ads
		100.0	400	Total

The results of the above table indicate the number of commercial advertisements that were exposed to the study sample on social networking sites, where one to three ads ranked first (43.5%), followed by three to five ads (34.8%), and, in last place, more than five ads (21.8%). The mean of exposure was 1.78 and the standard deviation was 0.779.

We can see from the results that the number of commercials exposed to the Iraqi public on social networking sites from one to three came first, with a total average of 1.78 or 59%. This ratio is good enough to ensure exposure to the Iraqi public on a daily basis, therefore affecting purchasing behaviour.

Table 8: Frequencies and percentages of the time period in viewing commercials on social media sites

Ratio	Repeat	Categories/Period
12.5	50	Morning
27.3	109	Evening
21.0	84	Evening
7.3	29	Midnight
32.0	128	All Times
100.0	400	Total

The table above indicates the period of time in which the Iraqi public sees commercials on social media sites, where all and any time ranked first (32.0%), followed by evening in second place (27.3%), followed by evening in third place (21.0%), followed by morning in fourth place, where 50 people were reached (12.5%), and finally, in last place was viewers at midnight (7.3%).

This result indicates that Iraqi audiences see commercials on social media at all times, making it easier for advertisers to show the ad at their convenience. They should be advised to stay away from midnight advertising, as it ranked last.

Table 9: Frequencies and percentages of the commercial format preferred by the Iraqi public

Ratio	Repeat	Categories/Ad Format
18.3	73	The talk show
17.3	69	Animated ad
15.5	62	Lyrics
39.5	158	Advertisement offering the product directly
9.5	38	Short analogue declaration
100.0	400	Total

The table data indicates that the direct product offers ranked first (39.5%), followed by the talk show (18.3%), then by animated advertisements (17.3%), then by lyrics (15.5%), and finally, by a short representative ad (9.5%).

The result indicates that the Iraqi public prefers and admires advertisements that provide the product directly, affecting purchasing behaviour more than other forms, as it presents the product in its true form, without exaggeration or intimidation. This seems to be much more credible to the public.

The data also indicates that averages ranged between 2.40-2.63, where “the method of designing commercial advertising on social media is of interest to you to advertise in the first place” scored an average of 2.63. "Images and drawings used in commercial advertising on social media are of interest to you" took second place with an average of 2.57, and "the location of advertising on social media sites of interest to you", and, "colours used in the commercial are interesting to you" ranked third, with an average of 2.53. This was followed by "the existence of a solo and distinctive advertising somewhere that interests me" with an average of 2.52, and then by "the use of sound effects, motor and music for advertising is interesting to me", with an average of 2.51. "Out of the ordinary in the form of advertising draws my attention" landed in seventh place, with an average of 2.41, while "commercial advertising space on social media is of interest to you" ranked last, with an average of 2.40. The overall average of attention on social networking sites was 2.51.

We can deduce from this result that the design of commercial advertising on social networking sites arouses the attention of the Iraqi public, in as this was indicated by 87.6% of respondents. Creating a technically adept, striking and attractive advertisement pushes the Iraqi public to see the advertisement, affecting their purchasing behaviour. Attracting consumer attention and trying to retain it is one of the most important challenges facing advertisers on social networking sites, as the Iraqi public is exposed to many advertising messages, so competing advertisers must do their best when allocating budgets and advertising allocations to attract the attention of the consumer.

Table 10: Frequency distribution, percentages, arithmetic means and standard deviations

Rank	Standard Deviation	SMA	Agree		Neutral		Not Agree		Item	S
			%	n	%	n	%	n		
1	.626	2.60	67.0	268	25.5	102	7.5	30	The language used on social media interests you.	1
2	.693	2.54	65.5	262	23.0	92	11.5	46	Provide me with information on where the goods and services are located.	8

3	.682	2.53	63.5	254	25.8	103	10.8	43	The content of the ad interests me to advertise on social networking sites.	6
4	.686	2.50	61.5	246	27.5	110	11.0	44	The use of simple words and phrases interests me.	7
5	.715	2.47	60.5	242	26.5	106	13.0	52	The use of celebrities on social media advertising interests me.	2
6	.667	2.46	55.8	223	34.5	138	9.8	39	Attractive texts in commercial advertising on social media are of interest to me.	3
6	.693	2.46	58.0	232	30.5	122	11.5	46	The quality of the images and graphics displayed in the commercial advertising on social networking sites is of interest to me.	4
7	.699	2.45	56.8	227	31.3	125	12.0	48	Short texts on social media are of interest to me.	5
	.471	2.50							The degree of interest in advertising on social media.	

The table data indicates that the averages ranged between 2.45-2.60. The language used in social networking sites being of interest was in first place, with an average of 2.60, while information on the whereabouts of goods and services ranked second, with an average of 2.54. This was followed by "the content and content of the advertisement gives me an interest in

advertising on social media", with an average of 2.53. The use of simple phrases had a mean of 2.50, followed by the use of celebrities in commercial advertising on social media, with an average of 2.47, followed by attractive texts and quality of images, as well as the fees displayed in advertisements, with an average of 2.46. Abbreviated advertising texts ranked last, with an average of 2.45. The average for a drawing interest was 2.50.

These results indicate that the language used in social networking sites is of interest to the Iraqi public. This language attracts interest, and thus is essential for advertising. Words are the tool used by individuals in their relationships and in different areas of life, so advertisers and marketers must make good use them when marketing goods and services. The company using strong, fluid language and correctly following grammatic rules has a greater impact on consumers. Effective content in advertising is another reason the Iraqi public pays attention, affecting their buying behaviour.

Table 11: Frequency distribution, percentages, arithmetic means and standard deviations

Rank	Standard Deviation	SMA	Agree		Neutral		Not agree		Item	S
			%	n	%	n	%	n		
1	.599	2.68	74.8	299	18.3	73	7.0	28	The uses indicated for the price of the advertised product or service generates my desire to buy.	1
2	.627	2.62	69.3	277	23.0	92	7.8	31	Clarifying the advantages of the advertised item generates my desire to buy.	2
3	.635	2.55	62.8	251	29.5	118	7.8	31	My need for the advertised good or service generates my desire to buy.	5
4	.656	2.53	62.3	249	28.8	115	9.0	36	Clarifying the use of the advertised product or service generates my desire to buy.	3
4	.663	2.53	62.5	250	28.0	112	9.5	38	Honesty and not overdoing the advertising generates my desire to buy.	6

5	.675	2.48	58.5	234	31.3	125	10.3	41	Mentioning the characteristics that distinguish a product from another competing commodity generates my desire to buy.	4
6	.737	2.33	49.3	197	34.8	139	16.0	64	Enables me to interact with advertisers and get product details.	8
7	.746	2.26	43.8	175	38.0	152	18.3	73	The influence of experts recommending the use of the commodity generates the desire to buy.	7
	.488	2.50							Degree of what generates the desire to make a purchase.	

This data indicates that the averages ranged between 2.26-2.68) where the uses indicated for the price came in first place, with an average of 2.68. The advantages of the advertised commodity followed, with an average of 2.62, followed by the need for an advertised good or service, with an average of 2.55. This was then followed by clarification of the use of the advertised product, and honesty and non-exaggeration in advertising, with an average of 2.53. Next was mentioning the characteristics that distinguish the commodity, with an average of 2.48, followed by enabling interaction with advertisers, with an average of 2.33, then the influence of experts and celebrities, with an average of 2.2. The average of generating the desire to make a purchase was 2.50.

Table 12: Frequency distribution, percentages, arithmetic averages and standard deviations for reasons of purchasing

Rank	Standard Deviation	SMA	Agree		Neutral		Not agree		Item	S
			%	n	%	n	%	n		
1	.642	2.60	68.0	272	23.5	94	8.5	34	The price is appropriate for my financial capabilities.	2
2	.725	2.47	60.3	241	26.0	104	13.8	55	Due to reductions in the price on offer for a limited time.	8
3	.739	2.43	57.8	231	27.3	109	15.0	60	Being close to my location.	3
4	.725	2.42	56.5	226	29.5	118	14.0	56	Provide facilities such as instalment payments or delivery of goods to the house.	7
5	.715	2.40	53.8	215	32.8	131	13.5	54	Because of ads seen on social media.	1
6	.733	2.38	53.0	212	32.0	128	15.0	60	Because of the quality of advertisements on social media.	4
7	.736	2.30	46.8	187	36.8	147	16.5	66	Because I desperately need the good or service advertised on social media.	5
8	.767	2.28	47.3	189	33.5	134	19.3	77	I am provided with some gifts in addition to the item.	9
9	.752	2.26	44.8	179	36.8	147	18.5	74	The advertised good or service is new.	6
10	.831	2.02	35.5	142	31.0	124	33.5	134	Advertising on social media is reliable and encourages me to buy.	10
	.499	2.36							Reasons for buying behaviour.	

The data above indicates that averages ranged between 2.02-2.60, with pricing being appropriate for financial capabilities ranking first, with an average of 2.60., This was followed by discounts, with an average of 2.47, followed by location, with an average of 2.43. Then was additional facilities, such as instalments or delivery, with an average of 2.42, followed by seeing ads on social media, with an average of 2.40, followed by the quality of advertisements on social media, with an average of 2.38. Need the goods or service was next, with an average of 2.30, followed by additional gifts, with an average of 2.28, then new products, with an average of 2.26. Finally, reliable advertising on social media ranked last, with an average of 2.02.

Conclusions of the Research

1. Advertising via social networking sites is one of the most recent forms of online advertising, which has become more commonplace, with higher rates of use on Facebook, and increased visibility compared to other social networking sites.
2. Facebook is the most popular site that the Iraqi public sample study indicated as having the greatest advertising exposure.
3. Social networking site use has become a permanent feature inherent to the Iraqi public, because of ease of use, interactivity and the ability to communicate with others.
4. The exposure of the Iraqi public to commercials on social media sites is very high. Advertisers and marketing companies can exploit this, designing and directing advertisements in a way that draws attention and interest, affecting buying behaviour.
5. The Iraqi public views advertisements on social networking sites at all times, making it easier for advertisers to post at a time suiting them.
6. The Iraqi public prefers advertising that offers products directly. This affects their purchasing behaviour more than other influences, as it offers the product in its true form without exaggeration, with higher credibility.
7. The content of the advertisement induces the Iraqi public to pay attention to the advertisement, affecting their purchasing behaviour.
8. The price of the advertised product or service generates a desire to buy among the Iraqi public, and price is also one of the most important decision-making factors, and can attract new consumers and maintain current consumers.



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