

Evaluating The Effect of Television Advertising Compared to Advertising in The Place of Sale on Consumer Desires

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Abstract. The research is concerned with studying the evaluation of the effect of television advertising compared to advertising in the place of sale on the desires of the consumer. It aims to study the effect of television advertising on the desires and interests of the consumer compared to the advertisements displayed in the place of sale. A questionnaire form was prepared for this purpose consisting of questions that include data from the respondents and the importance and impact of advertisements on them. The data was analyzed using the SPSS program and several results were reached, the most important of which is that advertising influences the consumer's desires, alerts him to new products, and offers him new alternatives. Therefore, advertising is important to the consumer, as it is a guide for him to products that fulfill his desires and provide his needs, thus achieving his satisfaction. Television advertising provides it with advantages that are characterized by Easily obtain information and provide all the information the consumer needs about the commodity, and the advantages that the commodity enjoys usually attract the attention of the consumer that meet his needs and desires.

Keywords: advertising, television, place of sale, consumer, desires.

1. Introduction

Advertising is one of the elements of the marketing mix. The development in production and the expansion of the market has led to the need for outlets to distribute the commodity. Thus, there is a necessity for advertising of various types. Television advertisements are one of the means of attracting the consumer, especially since advertising has acquired new tools thanks to the development of methods of presenting advertising, the renewal of ideas, and the search for what he needs. The consumer satisfies his desires for goods and services.

Advertising is an important source of information about goods and brands and often plays a role in the consumer's tendency to buy a particular brand.

Television is one of the most attractive means of media and communication to the recipient, and it still maintains a wide audience despite the development of means of communication and the emergence of social media and its various applications.

Television advertising is still very popular despite the emergence of other types of electronic and digital advertising on social networking sites and the Internet. It also plays a vital role in the field of marketing in the era of digital development and the Internet, and is therefore more effective in promoting products and the quickest way to reach a wide audience of viewers and motivate them. To respond to him.

As well as advertising in the place of sale, as it is one of the important means of marketing the product, attracting the consumer's attention towards it, and persuading him to make a purchase decision, as advertising includes the means of attraction and persuasion that it requires to achieve its goal, and sales shops have now used this type of advertising directly by communicating with the public at the moment of the presence of the advertised goods. The means of advertising are multiple and need to develop ideas through advertising companies and producers.

The research problem is determined by asking: What is the effect of television advertising compared to advertising in the place of sale on consumer desires? To answer this question, practical procedures were developed through applied study.

This study attempts to evaluate the impact of advertising on television and direct advertising in places where goods and products are sold, and to understand their impact on consumer desires and change their behavior towards them.

The research seeks to achieve its objectives, which include knowing the consumer's interest in following television advertisements, knowing the consumer's interest in following advertisements in the place of sale, as well as determining the consumer's preferences for purchasing the goods advertised on television or the place of sale, identifying the advantages provided by advertising on television, and determining the elements of the attractiveness of the advertisement to the consumer in The place of sale and determining the elements of the attractiveness of advertising to the consumer on television, knowing the effect of advertisements for goods on television and in the place of sale on the purchasing desires of the consumer, and also knowing whether the consumer buys the products advertised whether on television or the place of sale and the extent of the importance of advertising for promoting and selling the commodity.

This study is in addition to studies conducted in the field of television advertising and advertising in the place of sale and its importance to the consumer. It is linked to promoting the product and persuading the consumer to make a purchasing decision. Companies use different methods of promoting their products, including various media outlets. It is a comparative study of the use of advertising on television and direct selling places.

2. Literature

Advertising is generally defined as a communication activity aimed at marketing an idea or product with the aim of influencing consumer behavior and pushing him to buy the product or request the service (Al-Mousa, 2009).

Television is considered one of the most influential media outlets on consumer behavior because it possesses the characteristics of image, sound, movement, colors, and musical and visual effects (Abu Ta'imah, 2007). It is also considered one of the most important advertising media and the most capable of rapid dissemination, as it combines other advertising media in terms of image, sound, and visual effects. And audio and music.

Television is a successful advertising method for displaying advertised products and services in an attractive way to arouse the consumer's interest and desire to purchase, and this is what prompted advertisers and producers to turn to it because of its ability to convey the advertising message well and accompany it with an image close to the consumer's life using dialogue, music, acting, and songs that stimulate emotions (Shaban, 2023).

Television advertising is characterized by the ability to reach a large audience, the possibility of innovation and creativity in presenting the material, and the repetition of the advertising message, which makes the recipient remember the advertisement for the longest possible period, in addition to the nature of entertainment directed at the target audience (Abu Al-Naga, 2011).

There are types of television advertising, including direct through a person talking about the product, or the display advertisement presenting the use of the product or service and its advantages, and the advertisement citing the experiences or opinions of well-known or ordinary figures, and there are advertisements that rely on the novel (Shaheen, 2014).

Advertising contributes to providing the required information about the product or service that the consumer needs, and it includes the advantages of the product, such as benefits, price, method of use, etc. This helps in changing the consumer's behavior once the desires and needs he wants are satisfied (Al-Sulami, 1996). Researchers believe that an influential advertisement is one that attracts the consumer's attention, stimulates his desire for the product, and influences his purchasing decision. Before that, the consumer goes through stages of desire, then searches for information, compares between products, then makes a decision, and finally feels after the purchase process (Kotler & Armstrong, 2020).

Advertising can greatly influence the desires and trends of the consumer if it is convincing to him when it highlights the advantages and benefits of the product or service, and the consumer is willing to change his desires and wants to buy other products, and the advertisement is supportive of the consumer's decisions to take a new direction and behavior, and advertising is concerned with creating awareness and changing Behavior and arousing interest in goods (Al-Hadidi, 2005).

It can be said that advertising in the place of sale is a direct advertisement to the consumer. The advertisement includes signs drawn on which the advertisement and pictures about the product or brand are written in an attractive manner, with the aim of drawing the consumer's attention towards the commodity offered by the seller, producer or distributor (Rabia, 2011).

All types of advertising use persuasive methods to lure the audience towards them, which are represented by emotional appeals that address the recipient's emotions with the aim of achieving a positive reaction from the advertisement, and logical appeals that appeal to the mind, focus on logic and documents, and are based on facts. As for intimidation appeals, they raise fears and threaten the tranquility of the individual, so he seeks to see messages. It reassures him of fear and influences his purchasing behavior (Shaban, 2021). Consumer interaction with published content affects consumer behavior and purchasing intentions (Cao et al, 2022).

The advertisement must be characterized by good design and simplicity in presenting ideas, while using available technologies for greater creativity in order to influence consumer behavior (Al-Abdali, 2011). Consumer behavior is the set of actions and mental and mental activity that a person performs to make a purchasing decision and obtain a good or service (Abu Qahf, 2004).

Consumer behavior is characterized by flexibility and its ability to change, modify, and be influenced according to the situations, surrounding environment, and circumstances. It has multiple goals to satisfy its desires (Nouri, 2013). There are factors influencing consumer behavior, including personal factors,

which relate to the consumer, psychological factors, cultural factors, his level of awareness, and social factors from the environment surrounding it (Shubh, 2016). The consumer's desires influence his purchasing and consumption behavior as they are natural needs or acquired from the social environment in which he lives, and according to his desires, the consumer purchases the needs that he needs and that meet his actual needs (Issa, 2023).

The consumer's behavior is linked to his intention to buy, which is a basic motivator for purchasing to meet his needs. There are positive and negative attitudes to the consumer's evaluation of the service or commodity, and it determines his position towards the brand, which directly affects the purchasing decision (De, 2023). The consumer goes through the stages of pre-purchase and purchasing decision-making, followed by the stage of purchasing products that meet his needs and satisfy his desires by using them (Al-Majni & Ammar, 2020).

Consumer needs and desires are the primary motivations for consumers to follow media and search for products, and in return, consumer satisfaction requires more innovation (An, & Kerdpitak, 2023).

Studies indicate that advertising as a communication tool that includes the features and benefits of the product affects the consumer's desires if it is designed and presented in a distinctive and attractive way that can lead to changing his attitudes. Cultural, social, and economic factors also affect his desires and consumption habits (Al-Hadidi, 2005). The advertiser relies on the consumer's desires in creating his advertisement to change the consumer's attitude towards his brand or commodity and make the consumer know that this commodity fulfills his desires (Rasmi, 2004). In order for the advertiser to achieve his goal of advertising, he needs to attract the consumer's attention first, then create interest and positive feelings in the advertising message, and move to the stage of desire for the product by stimulating sales and using advertising methods in order to reach the stage of the purchase decision (Kleindl, 2020).

Studies, such as the study (Labza, 2015), indicate the impact of advertising in the place of sale on the consumer's purchasing decision. The study reached results, the most important of which is that advertising directs the consumer's purchasing decision to a large extent and is linked to various factors, including the desires and motives of the consumer who offers to buy the products advertised in The sales places are direct and the form and design of the advertisement attracts him to them.

The study (Taya, 2007) also indicates identifying the impact of advertisements on the purchasing decision stages of university youth, the impact of this on purchasing decision-making, and the extent to which young people use means of communication, the activities they practice, the products they search for, and the Internet sites they prefer. The study reached results, the most important of which are: The Internet affects youth purchasing decision-making in a positive way, as young people spend most of their time using the Internet and browsing social media.

Consumer motives are one of the catalysts for consumer behavior and shape their behavior towards purchase intention, decision-making, and product search through advertisements (Cui et al, 2023).

The effect of advertising on consumer behavior

These are the changes that appear in the consumer, so he adjusts his behavior or old trends, or has new trends that affect his behavior (Rashid, 2010). The study includes the effect of advertising on the consumer's consumption behavior, which is linked to his characteristics and the internal and external factors influencing him, which is reflected in his purchasing intentions and his final decision as a consumer who has needs that he wants to meet. Consumer behavior is related to individuals choosing to purchase and use a product or service they need (Al-Sahn & Farid 2010).

Television advertising and advertising in the place of sale.

Television advertising and advertising in the place of sale is a means of communication with the consuming public and a means of promoting products, ideas, and people intended to have the desired effect on consumer behavior and trends. Television advertising depends on viewing the medium and is affected by the image he sees. The advertisement may present celebrities who are loved by a large

audience of viewers. In the place of sale, the consumer may be affected by the atmosphere of the sale and the direct offers of the product that are directly within his reach.

Consumer desires

The consumer's desires express his needs and are shaped by his qualifications, personal qualities, and culture, and affect his desires and purchasing power. He usually arranges his desires and needs according to life and daily priorities, so the producer is interested in supporting the consumer's desires and searches for the most in-demand commodity.

3. Research Methodology

3.1. Research problem

Advertising has an important and fundamental role in the marketing process for products, and the research problem can be determined: What is the effect of television advertising compared to advertising in the place of sale on consumer desires?

3.2. Research Aims

The research aims to the following:

- Knowing consumer interest in watching television advertisements.
- Knowing the consumer's interest in following advertisements in the place of sale.
- Determining consumer preferences for purchasing goods advertised on television or in the sales place.
- Determine the advantages provided by advertising on television
- Explaining the advantages provided by advertising on television
- Determine the attractiveness of the advertisement to the consumer in the place of sale
- Determine the elements of advertising attractiveness to the consumer on television
- Knowing the effect of advertisements for goods on television and in the place of sale on the purchasing desires of the consumer
- Knowing that the consumer purchases the products advertised, whether on television or in the sales place
- Knowing the importance of advertising to promote and sell the product

3.3. Hypotheses

The first hypothesis: There are differences regarding the sample's interest in following television advertisements and advertisements in the place of sale.

The second hypothesis: There is a significant correlation between the importance of advertising the product and purchasing the advertised products, whether on television or in the sales place.

3.4. Search variables

Independent variable	Mediating variable	Dependent variable
Advertising effect	Demographic characteristics of the sample	Consumer desires

3.5. Research procedures and tools used

In this research, the descriptive analytical method was used, as it is one of the descriptive studies that define the phenomenon that is the subject of the study and which collects information about it. Studies and references were used to benefit from them in enriching the research. The questionnaire form was used as a research tool, and the validity of the tool was confirmed after presenting it to the arbitrators and verifying the validity of testing the tool. In the research, by using the Cronbach coefficient with a value of (82.00), which is a good percentage for the reliability of the test, the questionnaire was distributed to a random sample consisting of (206) male and female employees at the University of

Baghdad to know their opinions and attitudes towards the subject using the survey method among the research community. Categories were identified. Gender and age groups.

The reasons for choosing the sample are that they are a representative sample of the community and they are educated and intellectuals who can provide clear answers and are aware of the importance of the research topic. Their response to the research tool using the Cronbach was equal to (0.78), which is a good response rate, and the results can be generalized because the sample is from various groups that represent the original community.

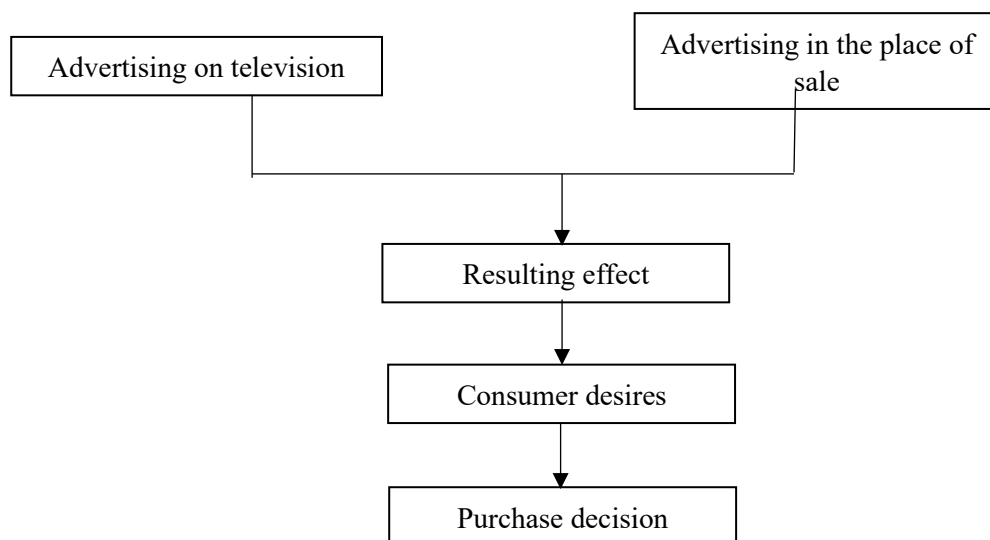
Statistical analysis of the extracted data was used in the research and correlations were determined according to the established categories. The specific factors and axes contained in the questionnaire, calculating the arithmetic mean and standard deviation, and interpreting the results with statistical tables. Tests were conducted using statistical methods and data were analyzed quantitatively and qualitatively by calculating frequencies and percentage weights. Statistical equations were used to prove the research hypotheses using the statistical program SPSS, and details were provided in the practical explanation in the applied aspect. In statistical operations, the arithmetic mean and standard deviation were extracted, and the Pearson correlation coefficient was used to prove the hypothesis, and the T test was used to prove the effect of advertising on television and the place of sale. The hypothesis was tested by calculating the differences by extracting the value of the chi2 test, and the stability of the test results was calculated using the Cronbach's alpha test. We used the statistical coefficients mentioned in the research in order to achieve the proposed research objectives by testing the results and discovering correlations between them.

3.6. Research Limits

Time limits: The research was conducted during a period of time extending from 1/1/2023 to 12/31/2023 during which the study was conducted.

Spatial boundaries: The test was conducted at the University of Baghdad on employees within the same university.

3.7. Research Scheme



4. Results

The statistical test was conducted on a random sample of employees at the University of Baghdad, and after collecting the questionnaires, their data was analyzed statistically in the following tables according

to statistical testing processes using frequencies, percentages, correlation coefficients, and the T test for the sample.

4.1. Sample characteristics

Table 1 shows the sample demographic characteristics

main categories	categories flee	number	%
gender	male	107	51.9
	female	99	48.1
Age	20-30	74	35.9
	31-40	75	36.4
	41 more	57	27.7
Academic achievement	Preparatory school	21	10.2
	diploma	63	30.6
	Bachelor's	78	37.9
	Postgraduate studies	44	21.4

Table 1 shows the characteristics of the sample, as the percentage of males is (51.9) with a total of (107), which is therefore higher than the percentage of females which is (48.1) with a total of (99). As for the age groups, the group (31-40) is the highest with a percentage of (36.4) with a total of (36.4). 75 over the other categories, followed by the category (20-30), its percentage is (35.9) with a total of (74), while the category (41 and above) has a percentage of (27.7) with a total of (57).

As for the academic qualification categories, the bachelor's category got the highest percentage (37.9) with a total of (78), followed by the diploma category with a percentage of (30.6) with a total of (63), the graduate studies category got a percentage of (21.4) with a total of (44), and the preparatory school category got a percentage of (44). 10.2) with a total of (21).

4.2. The extent of interest in watching television advertisements

Table 2: The extent of the sample's interest in watching television advertisements

The extent of interest in watching television advertisements	Duplicates	%
always	56	27.2
sometimes	118	57.3
Scarcely	32	15.5
the total	206	100

The results of Table 2 show the extent of interest in following television advertisements. The majority of the sample (57.3) with a total of (118) answered that they are sometimes interested in following television advertisements, while those who always were interested in following television advertisements had a percentage of (27.2) with a total of (56), and the percentage was (15.5) with a total of (32) They rarely care about watching TV ads.

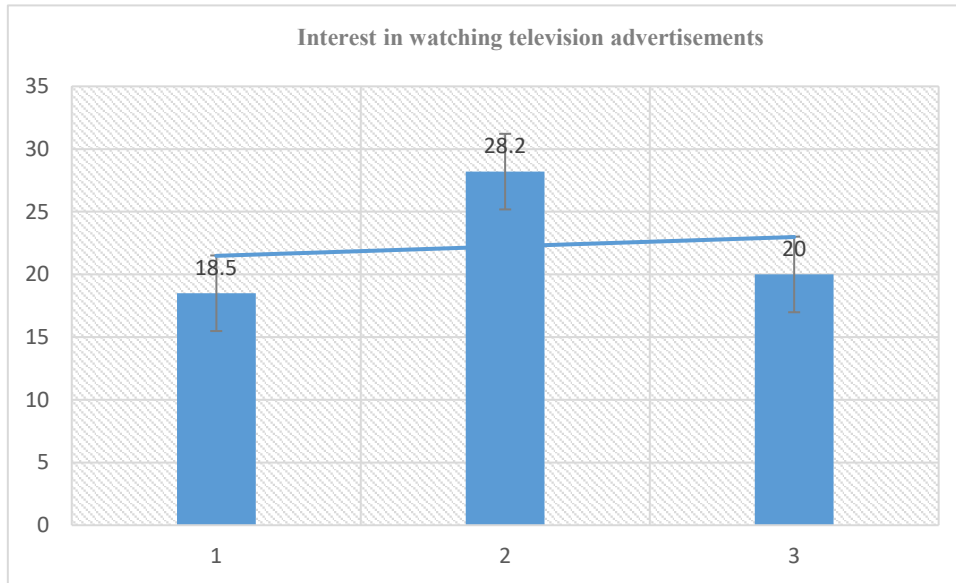


Fig.1: shows Interest in watching television advertisements

4.3. Pay attention to advertisements in the place of sale

Table 3 shows the interest in advertisements in the place of sale

The extent of interest in advertisements in the place of sale	Duplicates	%
always	84	40.8
sometimes	85	41.3
Scarcely	37	18.0
the total	206	100

Table (3) shows interest in advertisements in the place of sale. The highest percentage was (41.3) with a total of (85) among those who answered that they were sometimes interested in advertisements in the place of sale, while those who answered that they were always interested in advertisements in the place of sale had a percentage of (40.8) with a total of (84). A percentage of (18) out of (37) indicated that they rarely pay attention to advertisements in the place of sale.

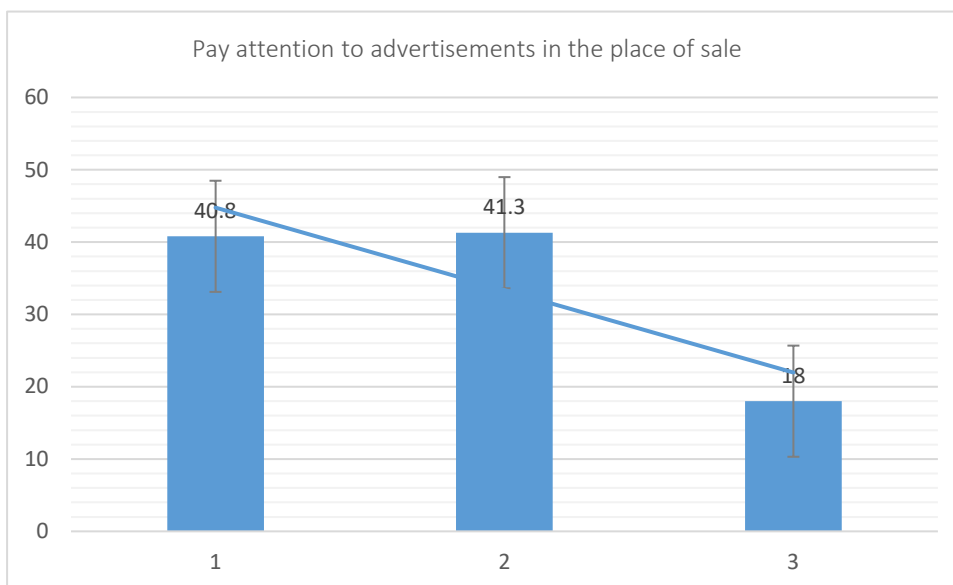


Fig.2: shows Pay attention to advertisements in the place of sale

4.4. Preference to purchase goods

Table 4 shows the purchase of goods advertised on television or the place of sale

Purchasing goods advertised on television or at the point of sale	Duplicates	%
Place of sale	109	52.9
TV	97	47.1
the total	206	100

Table 4 shows the purchase of goods advertised on television or the place of sale. It is clear that purchasing goods advertised in the place of sale obtains the highest percentage (52.9) with a total of (109), then the respondents prefer to buy the goods advertised on television with a percentage of (47.1) with a total of (97). This indicates the difference in consumer preferences towards purchasing advertised goods and the tendency towards purchasing those advertised in sales places due to their direct impact on the consumer’s psychology compared to television advertisements.

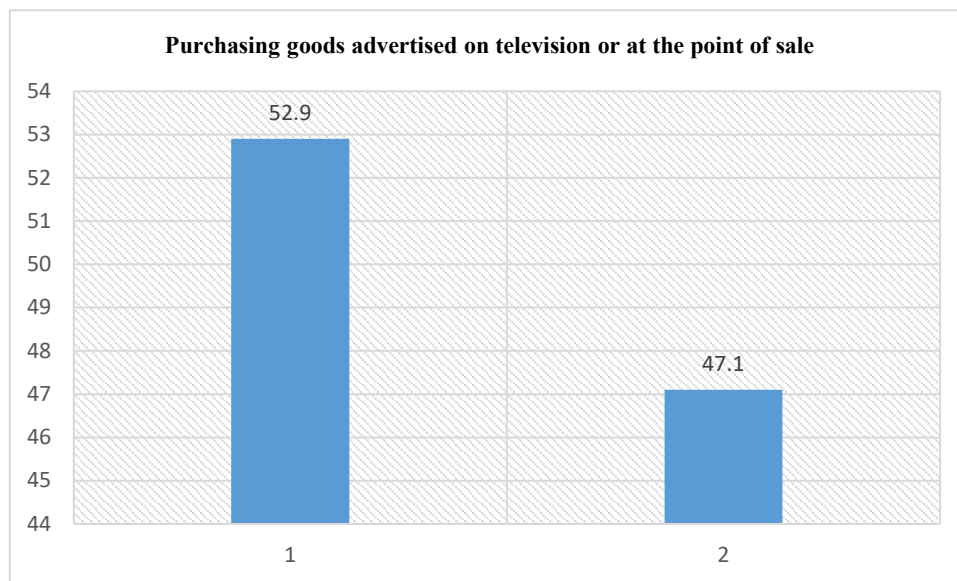


Fig.3: shows Purchasing goods advertised on television or at the point of sale

4.5. The advantages provided by advertising on television

Table 5 shows the advantages provided by advertising on television

Advantages provided by advertising on television	Duplicates	%
Ease of obtaining information	114	55.3
Providing all information about the product	92	44.7
the total	206	100

Table 5 shows the advantages provided by advertising on television, and the highest percentage (55.3) with a total of (114) for the answer is ease of obtaining information, followed by the answer providing all information about the commodity with a percentage of (44.7) with a total of (92), as television as a means of communication and media is characterized by quick access to recipients. It is easy to use and the information it provides can be obtained free of charge to the public. Advertising and promotion companies are creative in presenting advertisements on television and seek to present different aspects of the commodity and provide the greatest possible amount of information to the recipient.

4.6. Reasons why the consumer chooses advertising in the place of sale

Table 6 Reasons why the consumer chooses advertising in the place of sale

Reasons for the consumer's choice of advertising in the place of sale	Duplicates	%
the price	49	23.7
Item advantages	65	31.5
Discounts	28	13.5
Offers	32	15.6
Pictures and colors	20	7.9
Advertising attractiveness	12	5.8
the total	206	100

Table 6 shows the reasons for the consumer choosing advertising in the place of sale and what he is interested in learning from advertising in the place of sale. The advantages of the product are what the consumer is most interested in with a percentage of (31.5) with a total of (65), followed by the price with a percentage of (23.7) with a total of (49), and the offers obtained a score of (31.5) with a total of (65). The percentage of (15.6) with a total of (32), the reductions came with a percentage of (13.5) with a total of (28), followed in order by images and colors with a percentage of (7.9) with a total of (20), and the attractiveness of the advertisement received a percentage of (5.8) with a total of (12). The results indicators give Different values for the advantages of advertising in the place of sale and temptations that support the consumer’s desires and purchasing power, such as discounts, offers, and a beautiful image of the product, in addition to the availability of the product directly in the place of sale and within the reach of the consumer.

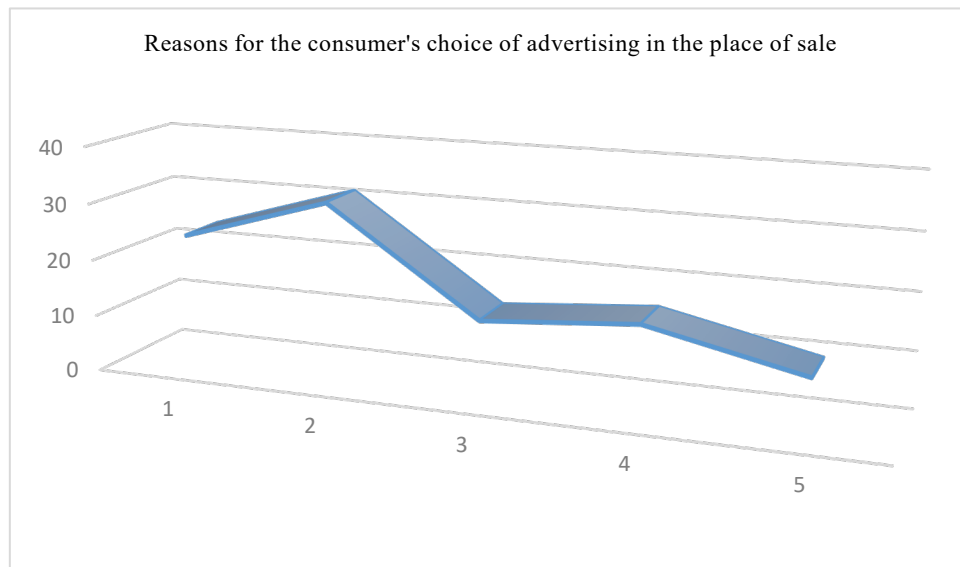


Fig.4: shows Reasons for the consumer's choice of advertising in the place of sale

4.7. Reasons why consumers choose advertising on television

Table 7 shows the reasons why consumers choose advertising on television

Reasons why consumers choose advertising on television	Duplicates	%
the price	38	18.5
Item advantages	58	28.2

Discounts	41	20
Offers	29	14
Images, colors and movement	14	6.7
Attractive form of advertising	26	12.6
the total	206	100

Table 7 shows the reasons for the consumer’s choice of advertising on television. The advantages of the product received the highest percentage (28.2) with a total of (58), followed in order by the discounts with a percentage of (20) with a total of (41), and the price received a percentage of (18.5) with a total of (38), and the category The offers had a percentage of (14) with a total of (6.7), the attractive form of the advertisement had a percentage of (12.6) with a total of (26), and images, colors and movement had a percentage of (6.7) with a total of (14). Television provides various advantages for advertising the commodity, so the consumer can get all The information he wants while sitting at home watching television and receiving information and offers about the product, but it differs from advertising in the place of sale in that he goes to the places where the product is sold to buy, while in the place of sale he can buy directly from the stores.

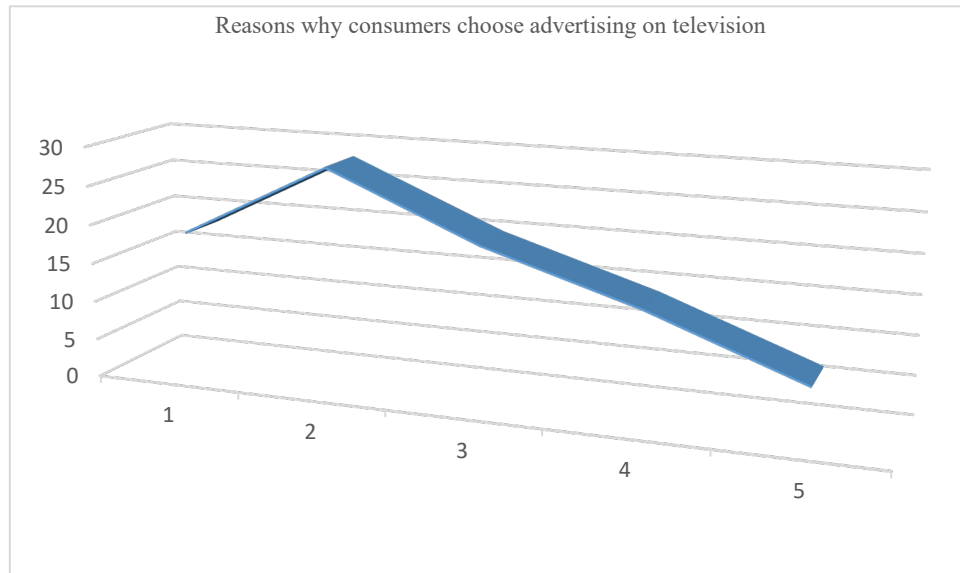


Fig.5: shows Reasons why consumers choose advertising on television

4.8. The effect of television advertising on consumer purchasing desires

Table 8 Advertisements for goods on television affect the consumer’s purchasing desires

Advertisements for goods on television affect consumer purchasing desires	Duplicates	%
always	51	24.8
sometimes	96	46.6
Scarcely	59	28.6
the total	206	100

Table 8 shows the effect of advertisements for goods on television on the consumer’s purchasing desires, as they sometimes affect by a percentage of (46.6) with a total of (96), followed by the answer: Television advertisements rarely affect purchasing desires with a percentage of (28.6) with a total of (59), and indicated by a percentage of (24.8) with a total of (51) Television advertisements always influence their purchasing desires.

4.9. The effect of advertising in the place of sale

Table 9: Advertisements for goods in the place of sale affect the consumer’s purchasing desires

Advertisements for goods in the place of sale affect the consumer’s purchasing desires	Duplicates	%
always	67	32.5
sometimes	94	45.6
Scarcely	45	21.8
the total	206	100

Table 9 shows the effect of advertisements for goods in the place of sale on your purchasing desires. Sometimes a percentage of (45) out of a total of (94) are influenced by advertisements for goods in the place of sale in their purchasing desires, while a percentage of (32.5) with a total of (67) always have a percentage of their purchasing desires affected by advertisements for the goods. A percentage of (21.8) out of (45) indicated that advertisements in the place of sale rarely affect their purchasing desires.

In the apparent results from comparing the effect of advertising on television and advertising in the place of sale, the effect is equal on the consumer and the percentage of effect is good. This is due to the desires and preferences of the consumer, his purchasing power and his needs, in addition to other factors influencing consumer behavior in general.

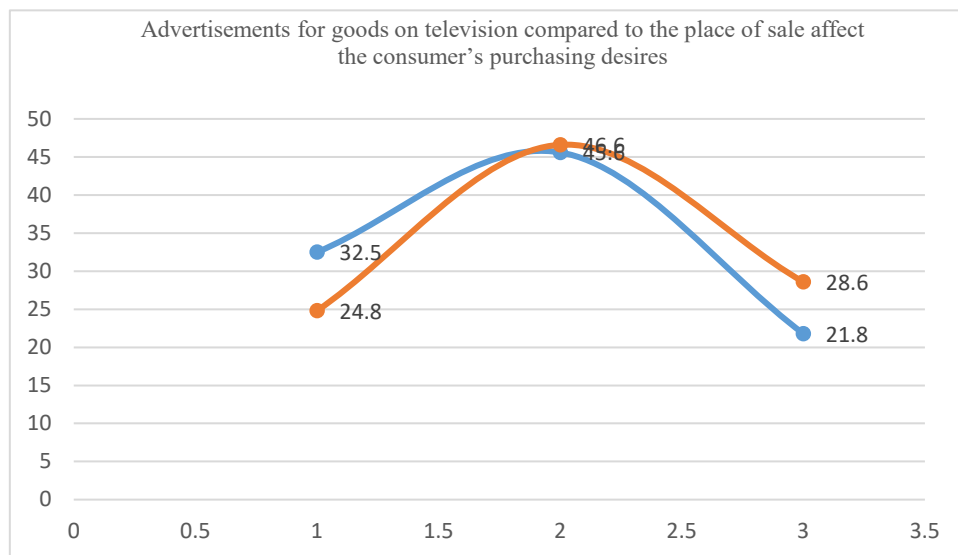


Fig.6: shows Advertisements for goods on television compared to the place of sale affect the consumer’s purchasing desires

4.10. Buying products advertised on television or in a sales place

Table 10 shows the purchase of products advertised on television or in the place of sale

You usually buy products advertised on television or in a store	Duplicates	%
always	37	18.0
sometimes	108	52.4
Scarcely	61	29.6
the total	206	100

Table 10 shows that the majority of the sample (52.4) with a total of (108) sometimes buy products advertised on television or in a sales place, while a percentage of (29.6) with a total of (61) answered that they rarely do so. By purchasing the advertised products, the percentage of (18) out of a total of (37) responded that they always buy the advertised products, whether on television or in the sales place.

Purchases are made according to the products the consumer wants, and advertising repetition is linked to consolidating the advertisement in his memory, in addition to the use of famous personalities.

4.11. The importance of advertising for the commodity

Table 11 shows television advertisements that give importance to the product, as is the case for advertising it in the place of sale

Television advertisements give importance to the commodity, as is the case for advertising it in the place of sale	Duplicates	%
always	46	22.3
sometimes	95	46.1
Scarcely	65	31.6
the total	206	100

Table 11 shows the importance of advertisements for the commodity, as is the case for advertising it in the place of sale, where he sometimes answered with a percentage of (46.1) with a total of (95), and indicated with a percentage of (31.6) with a total of (65) that advertisements rarely give importance to the commodity, while he always answered with a percentage of (22.3) with a total (46) On the importance of advertising for the commodity.

Advertisements give importance to the product, whether on television or in the place of sale, and this is a point of agreement in comparing them, as it is a means of promoting and marketing the product. Advertising companies realize the importance of this matter and that is why they always present and innovate new, influential ideas.

4.12. Attitudes towards the importance of advertising for brands

Table 12 shows the arithmetic mean value of the trends towards the importance of advertising for brands

The importance of advertising for the commodity	value of the arithmetic mean	standard deviation	the level
	2.0922	.73001	high

The results indicate that the arithmetic mean value of the attitudes towards the importance of advertising as a means of promoting brands is equal to (2.0922), which is a positive and high result that reaches a high level of acceptance, while the value of the standard deviation is equal to (.73001).

4.13. T test

Table 13 shows the T-test for the sample regarding the effect of advertising on (television, place of sale)

the test	T test	Degree of freedom	Moral value	Average difference
Advertising on television	38.481	205	.000	1.96117
Advertising in the place of sale	41.345	205	.000	2.10680

In the T test for the sample regarding the effect of advertising on (television, the place of sale) to measure the fundamental differences of the sample regarding which advertisement is more appropriate in influencing consumer attitudes on television or the place of sale, it becomes clear that the value of the T test is equal to (38.481) for the effect of advertising on television at the level of significance (.000) and the average difference (1.96117). This result gives a good indication of the effect of television advertising on consumer attitudes towards products and brands. On the other hand, the value of the T

test is equal to (41.345) for the effect of advertising in the sales place with a level of significance (.000) and the average difference is (2.10680). We conclude from this that advertising in the place of sale is more important than television advertising among consumers because of the advantages it offers, discounts, prices, etc.

4.14. Hypothesis Testing

The first hypothesis

There are differences regarding the sample's interest in following television advertisements and advertisements in the place of sale

Table 14 shows the presence of differences in the sample's interest in following television advertisements

Demographic variables	ch value	Degree of freedom	Moral level	Relationship type
Type	0.295	2	0.863	Non-functional
the age	2.045	4	0.728	Non-functional
Qualification	6.841	6	0.336	Non-functional

The results of the table for testing the first hypothesis show that there are no differences in the sample regarding the sample's interest in following television advertisements and advertisements in the place of sale, as the value of the chi test for gender is equal to (0.295) at the 2 degree of freedom at the level of significance (.8630), while the value of the chi test for age is equal to (2.045) at the degree of freedom 4 at the level of significance (0.728). As for the educational qualification, the value of the chi test is equal to (6.841) at the degree of freedom 6 at the level of significance (0.336).

Table 15 shows the differences in the sample's interest in advertisements in the place of sale

Demographic variables	ch value	Degree of freedom	Moral level	Relationship type
Type	2.554	2	0.279	Non-functional
the age	3.654	4	0.455	Non-functional
Qualification	9.343	6	0.155	Non-functional

The results of the table for testing the first hypothesis show that there are no differences in the sample regarding the sample's interest in following advertisements in the place of sale, as the value of the chi test for gender is equal to (2.554) at the 2 degree of freedom at the level of significance (0.279), while the value of the chi test for age is equal to (3.654) at The degree of freedom is 4 at the level of significance (0.455), and as for the educational qualification, the value of the chi test is equal to (9.343) at the degree of freedom 6 at the level of significance ((0.155).

The second hypothesis

There is a significant correlation between the importance of advertising the product and purchasing the advertised products, whether on television or in the sales place.

Table 16 shows the correlation showing the importance of advertising the product and purchasing the advertised products, whether on television or in the sales place.

Pearson correlation coefficient value	Significance level p-value	Moral level	Relationship type
0 .071	0.312	0.05	Non-functional

The results of the table indicate that the Pearson value (.0710) has a significance level of (0.321), which is higher than the moral value (0.05), which indicates that the validity of the hypothesis has not been proven. There is a significant correlation between the importance of advertising the product and purchasing the advertised products, whether on television or in the sales place. The validity of the hypothesis confirms the importance of advertising for goods and products, as it is the means for them to reach the recipient and promote them, thus achieving the purchase process.

5. Discussion

It is clear from the results of the study that the impact of advertising the product on the consumer's purchasing decision and interest in following it is influenced by several factors. Thus, the interest in following advertisements for products in the place of sale is greater than following them on television, because advertisements in the place of sale are direct and displayed in front of the consumer and often contain attractive offers. Such as discounts, product advantages, and the appropriate price, and this is what the study found and indicates this as well (Labza, 2015). The results indicate the importance that the two advertising channels play in influencing consumer behavior, but advertising in the place of sale has a stronger effect and is due to advantages such as discounts, discounts, and product and price advantages.

There is an indicator of consumer desires that have priority in making the purchasing decision, and advertising is concerned with this matter. In return, the consumer is interested in advertisements that meet his needs and thus influence his attitudes using different methods of persuasion, and this is consistent with the study of (Al-Rubai, 2018).

We reached the conclusion that the consumer agrees to buy the goods advertised in the place of sale in a greater proportion than the goods advertised on television due to the presence of incentives related to the consumer's desire, purchasing ability, and the characteristics of the offers, and his presence in the place of sale directly and being influenced by the atmosphere of purchase.

The advantages provided by advertising on television are characterized by ease of obtaining information and providing all the information that the consumer needs about the commodity.

What usually attracts the consumer to advertising is the advantages that the commodity has, as they are the most important point that the consumer searches for in the commodity that he requests and that satisfies his desire. Advertising also affects the consumer's desires and alerts him to products that he did not notice or know about. Therefore, advertising is important to the consumer, as it is a guide for him to products that fulfill his desires, as a study indicates (Buthaina, 2020). As a result, the sample members, regardless of their gender, age, and educational characteristics, are interested in the advertisements displayed, whether on television or in the sales place.

6. Conclusion

The research contributes to adding a new study to the field of television advertising, which is a comparative study of television advertising and advertising in the place of sale. It reveals the importance of advertising as a means of communication with the public and marketing of products and ideas. Companies can benefit from it in developing their work in the field of advertising. We recommend conducting new studies in this field. Due to the lack of comparative studies on this subject, one can benefit from turning to electronic advertising and comparing it to television advertising and advertising in the place of sale as well.

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