

University of Nebraska - Lincoln
DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

Spring 5-15-2018

The role of media in attracting audiences for public library: A case study on public libraries of Tehran (I.R.Iran)

Amir Reza Asnafi

Faculty member of Information Science and Knowledge Department, Shahid Beheshti University, aasnafi@gmail.com

Mojtaba Rostami

MA of Information Science and Knowledge, rostami_lib85@yahoo.com

Mohsen Hajizeinolabedini

Faculty member of Information Science and Knowledge Department, Shahid Beheshti University, zabedini@gmail.com

Follow this and additional works at: <http://digitalcommons.unl.edu/libphilprac>

Asnafi, Amir Reza; Rostami, Mojtaba; and Hajizeinolabedini, Mohsen, "The role of media in attracting audiences for public library: A case study on public libraries of Tehran (I.R.Iran)" (2018). *Library Philosophy and Practice (e-journal)*. 1885.
<http://digitalcommons.unl.edu/libphilprac/1885>

The role of media in attracting audiences for public library: A case study on public libraries of Tehran (I.R.Iran)

Mojtaba Rostami¹
Amir Reza Asnafi²
Mohsen Hajizeinolabedini³

Abstract

This study was aimed to evaluate the role of advertising in attracting audience for libraries affiliated to Iranian public library institute based on the AIDA model in Tehran. This study was applied in terms of purpose and was analytical-survey research from the field studies branch in terms of the method. This study was conducted based on the AIDA model and the population consisted of members of public libraries affiliated to Tehran public library institute during the period from October 2015 to October 2016. The total number of public libraries' members in Tehran was 39085 people. 379 people were selected as the sample based on the Cochran formula. The sampling method was stratified random based on the education component. The data were collected using a researcher-made questionnaire by modeling Jamili brothers, Rabiee and Mohammadian questionnaire (2011). The data were analyzed by SPSS Software in two levels of descriptive and inferential statistics. 338 questionnaires were returned from 379 studied samples. The results showed that advertising of Iranian public libraries was failed to pass the levels of AIDA model in Tehran. But it had the effectiveness lower than average. The results show that unawareness of community about the libraries with diverse services and easy use has led to a gap between libraries and community in general and potential users in particular. One of the essential causes of the advertising inefficiency was excessive concentration of advertising on the library itself (location). The opinions of the public libraries' members in Tehran city show that unawareness about the existence of the library and the various services that can be provided even has led to a gap among members. Therefore, Iranian public library institute in general, provincial

¹ .MA of Information Science and Knowledge, rostami_lib85@yahoo.com

² . Faculty member of Information Science and Knowledge Department, Shahid Beheshti University, asnafi@gmail.com (Corresponding Author)

³ . Faculty member of Information Science and Knowledge Department, Shahid Beheshti University, zabedini@gmail.com

general offices and cities secondarily, and in particular libraries themselves should use all their facilities to remove the barriers of the distance between the referees and the libraries. This problem can be solved to a large extent by extensive advertising.

Keywords: Advertising, Internet advertising, environmental advertising, TV advertising, Social Media, Public Libraries, AIDA model, Book Reader Sessions, Iranian Public Libraries.

Introduction

The unawareness of library goals in general and even in a higher level the unawareness of referee about regularity and arrangement of affairs in library and unawareness of meanings and concepts, applied expressions and terms in the library services and activities will lead to inefficiency of this important informant base in domain of sciences and techniques from the past up to now and gradually reduce the amount of their cultural and scientific efficiencies which effect on different economic and social aspects of community and would be pale by complete interruption of the connectivity of people with kinds of libraries. (Emad Khorasani, 2013, 39-40). So advertising is any kind of illustration and non-personal promotion of goods, services and ideas for which the money will be paid by an identical supporter. "in another definition, advertising is called as a series of informative activity which have been performed for introducing the product to costumer and making reactivity in him/her as well. Advertising may be known as the first level in process of connection with costumer (Hassani and Fathian, 2007; 217)" and also according to Bolling "advertising is the art of making demand for product or services." Also, advertising is spreading of information about idea, services or product in order to do something according the will of advertiser.

Advertising is one of the sub-series of marketing and may be they are the most important factor in introducing libraries and their marketing services, because libraries have non-profit services. In this regard, usage

of marketing techniques in libraries will cause the transmission of conservative position in providing services and reach to an active and effective role, he believes that in domain of marketing, libraries can use of maximum society satisfaction by analyzing the methods of trading goods and services and yield the involved groups in libraries activities (Basirian Jahromi, 2008; 2).

Different procedures and models are used to evaluating advertising that AIDA model is one of the first used models for evaluating advertising effectiveness. This model is one of the most famous models of advertising evaluation which is attributed to Strong in marketing literature and texts, but indeed, Elemo Lewis had projected this model in late nineteen and beginning of 20th centuries. Lewis believed that in order to sell (action) should attract costumers' attention, then make them interested in product and persuade them (impressing) and finally guide them to the action level (purchase or usage). AIDA is standing of four variables in a hierarchy. (Ranjbaran and Ghodrat Pour, 2004; 32). These are: attention, interest, desire, action, according which consumer has passed these levels from exposing of advertising up to doing the last action (e.g. purchase or the use of services). (Hassan Gholi pour et al., 2009, 261)

Libraries are accounted for developed community pillars, so awareness of these centers penetration in society and amount of their usage is very important, which one way of enhancing this item is planning for libraries advertising and their services. On the other hand, as the high costs of advertising for organization, informing of being effectiveness or non-effectiveness of done affairs is necessary, advertising program is not complete without feedback and evaluating. So this study aims on identifying the current position of advertising in libraries affiliated to Iranian public library institute of country and providing guidelines to

make better the organ's advertising programs. According to the results of this study, a perfect and more effective planning can be done for future advertising in organ of public libraries of the country. This study is looking for studying the effectiveness of media advertising in libraries which are depend on the organ of public libraries of the country in Tehran.

Research objectives

The main aim of this study is evaluating the role of advertising in attracting audience to the libraries affiliated to Iranian public library institute in accordance with AIDA model in Tehran. The minor objects of this study are as follows:

- 1- Evaluating the role of Iranian public library institute advertising through internet according to the AIDA model
- 2- Evaluating the role of Iranian public library institute advertising through social media according to the AIDA model
- 3- Evaluating the role of Iranian public library institute advertising through television according to the AIDA model

Research questions

- 1.Does the advertising of Iranian public library institute go through the AIDA model successfully?
- 2.Does the advertising of Iranian public library institute go through the AIDA model successfully by Internet?
- 3.Does the advertising of Iranian public library institute go through the AIDA model successfully by social media?
- 4.Does the advertising of Iranian public library institute go through the AIDA model successfully by TV?

Literature review

Some the studied research which have been done in subjected context are as follows:

Gorji, Jafari and Rashidi tabar (2015) in their study titled "Studying the effective factors on attracting users by use of combined factors of Four Ps¹ marketing model" in public libraries of Sanandaj, he has studied the effective factors on attracting users of public libraries of Sanandaj by use of combined marketing 4p model. Findings indicated that the combined factors of marketing have been effective in attracting users to the public libraries in Sanandaj. Also, advertising, place and products components have played roles in attracting users to the public libraries of Sanandaj but price component has no any role in attracting users. Findings of this study have indicated that it can be helped to absorb users of public libraries of Sanandaj by help of marketing combined factors components.

Moradi and Yaghmouri (2016) in their study titled "The role of TV advertising in attracting audience: by studying the "Khandevane, Book and Life" programs were investigating the most important advertising programs in attracting audience to general libraries. This study has interviewed with employed librarians in public libraries of the city and the questionnaire which has been made by investigator is used to gathering the information. Study statistical population has been included by TV advertising programs in domain of book in 2014 and 2015 (Khandevane, Book and Life). The results of study have indicated that – in perspective of librarians- TV has been considered as the most powerful and comprehensive mass media has the highest effect in attracting audience and can be a suitable tool in attracting a huge volume of audience to book-reading. Also, Shina's daughter- after watching TV programs- has the highest demands from libraries users. Reviewing the symptomatology of TV advertising programs has indicated that usage of encouraging policies, presence of celebrities in introducing book and cultural organs, providing optical exhibition some parts of book text,

¹ 4p (Product, Price, Promotion, Place)

making some advertising teasers and its frequent showing in TV programs and most viewed, usage of the capacity of most viewed TV programs and advertising the book-reading in it and use of attractiveness such as presence in TV programs can have significant effect on attracting audience to the book and general library.

Keehwa (2008) in a study stated how library image sense has been transmitted for advertising the magazines. In this study which firstly considered the individual referendum, has been stated that the images of library are the proper idea to attract the people attention, then looking for a clue in library images by the above specific affection and said that usage of animation is very effective to stimulate individual emotion in making advertising announcements.

Chan (2011) in a study titled "marketing of university library through advertising in social network" has studied the relational effectiveness of different forms of advertising in facebook social media in promoting university libraries. In this study, the results of advertising activities, many libraries have been caparisoned in Hong Kong through facebook social media by use of advertising measures. The results indicated that face book social media can be used as a not expensive tool in marketing the university library, also in regard to the specifications of this social media, its usage for advertising will be more effective than traditional procedures.

Soares and Pinho (2014) in a study titled "Advertising in online social networks: the role of perceived enjoyment and social influence" have analyzed the effect of being pleasant the social media advertisings, finally they have provided a structural model for advertising in Internet social media. The needed data has been gathered through questionnaire, the sample of study has included 126 students of under studied region. The

results have indicated the vitality of model by supporting 90% of samples.

The conducted studies in domain of management showed that the advertising has an effective effect on marketing, promotion of products and services. These studies have been done more for prioritizing the advertising media and there is a basic and notable point in most of these study which is not mentioned in questionnaire that if the respondent should respond the questions who has been expose the advertising, so in respect to this that the respondent has no the necessary care in responding even in case of presence of this item, it can be said that there is impurity in the data of this study which have not extracted this item. While in the current study this item is extracted and investigator has been there in most times and in case of existing any ambiguity, would be the guide of respondents. Many study have been conducted about advertising around the libraries such as the study of Gorji, Jafari and Rashidi Tabar (2015); Moradi and Yaghmouri (2016); Chan (2011) and Soares and Pinho (2014) which have been referred in section of backgrounds, each of them has reviewed some parts of advertising in libraries and didn't attention to the priority of advertising media. So, in this study the role of advertising in attracting audience toward public libraries in Tehran have been reviewed and different media which are used by public libraries organs of the country has been prioritized according to amount of their effect.

Research method

This study was applied in terms of purpose and was analytical-survey from the field studies branch in terms of the method. This study was applied because the results were effective in clarifying the current situation of advertising and ultimately provide appropriate solutions for increasing the role of advertising in the public libraries institution. It was

survey because the data was collected by a researcher-made questionnaire and was analytical because the data was analyzed and reported. The current study aims to investigate the role of advertising in five sections include the series of book reader sessions, environmental (local) advertising, Internet advertising, social networks and TV using the AIDA model. The AIDA model was one of the oldest and most effective scientific models in assessing the role of advertising. This title was derived from the first four main words including "attention, interest, desire and action" (Foruz Far, 2006, p. 72).

The AIDA model emphasizes on measuring attraction and providing service compared to other advertising evaluation models that rely more on measuring commercial firms advertising. Also, due to the simplicity, efficiency (Ray, 2010, quotes in LengeBiz, Bit) and having a good research background in advertising evaluation in Iran, we determined an appropriate model for doing this study. This model includes the following four levels:



The logic of the AIDA model was that consumers were likely to go through these levels when they were exposed to the advertisement to the final action. As the consumer goes through the levels, the probability of choosing the desired behavior was higher (Hassangholi Pour et al., 2009, p. 261).

The population included members of public libraries affiliated to public library institutions in Tehran. Since membership in public libraries was one year, so the one-year timeframe was selected for the population. We select the one-year period from October 2015 to October 2016; the

population was 39085 people that samples with a error of 0.05 based on Cochran's formula was calculated 379 people using stratified random sampling.

Finally, the work ended with 27 active libraries, that 338 sample were returned from 378 questionnaires. Their description is shown in Table (1-3). About educational grades according to observations and studies during the study, the elementary grade was excluded from the population due to lack of understanding about the questions. The sampling method is stratified random. The questionnaire was given to library referee according to the library components and the educational grades.

Data was collected by researcher-made questionnaire. In this way, after determining the sample based on the library and educational grade, we distributed the questionnaires between referees to library as the convenience sample. Since the researcher was present when the questionnaires were distributed, the necessary explanations were provided if there was any question or ambiguity.

So, because the current study is in the field of information science and knowledge, the existing questionnaires were reviewed based on the feasibility of usage in libraries, and a researcher-made questionnaire was prepared by modeling the research of Rabiee, Mahmoudian and Baradaran Jamili (2011). The questionnaire was provided and adjusted in three sections: general, specialized, and free question. The general sector included the explanations about the media and questions about gender and education, the specialized section included questions about the evaluation regarding to the AIDA model, which has been extracted according to the advertising of Iranian public libraries, and the third part included a free question for providing the proposal. In this study, the alpha coefficient obtained for the total score of advertising of 0.955, and

for each of the Internet media, social media and TV was 0.886, 0.915, and 0.925, respectively, it meant that the reliability of the questionnaire was high. The data was analyzed by SPSS 24 software in two levels of descriptive and inferential statistics. We used frequency distribution tables and bar graphs for describing the data, Kolmogorov-Smirnov test to analyze data and to check the normal distribution of data; and according to the normality of data, we used one-sample T tests and analysis of variance to analyze the intended research questions.

Findings

We distributed 379 questionnaires among the studied sample, that 338 completed questionnaires were returned. Amonge the 338 received questionnaires, 157 questionnaires were completed by men and 181 questionnaires by women. The results are shown in Table 1.

Table 1. Distribution of sample people based on gender

gender	Frequency	Percentage of frequency (%)
Male	157	46.4
Female	181	53.6
Total	338	100

Table 2. Frequency distribution of respondents' answers to the items related to attraction level from the hierarchy of the AIDA model

Items	Media type	very little	little	medium	Much	too much
The advertising of Public library have been effective in my awareness of library service.						
	Internet	23	29	57	33	13
	social media	18	15	36	35	4
	Television	31	20	30	19	11
the content of public libraries institute's advertising has been tangible and clear for me.						
	Internet	31	34	51	33	6
	social media	22	26	27	26	7
	Television	35	21	31	15	9
public libraries institute has had creative advertising.						
	Internet	48	36	44	20	7
	social media	37	20	27	19	6
	Television	39	21	27	15	9
The advertising of public libraries institute have been appropriate with my expectations?						
	Internet	41	33	49	22	10
	social media	30	26	22	24	6
	Television	44	26	22	12	7

Questions 2 to 5 of the questionnaire are related to the attention component, the first level of the AIDA model, the frequency of respondents' answers to these questions are shown in Table 2.

Table 3. Frequency distribution of respondents' answers to the items related to interest level from the hierarchy of the AIDA model

Items	Media type	very little	little	medium	Much	too much
the content of provided advertising in media has remained a great extent in my memory.						
	Internet	34	23	52	34	12
	social media	21	22	41	17	7
	Television	31	30	23	18	9
the advertising provided by public libraries institute have been appealed to me.						
	Internet	39	39	44	26	8
	social media	23	28	31	21	5
	Television	39	28	29	9	6

I want to see or hear the advertising provided by public libraries institute.	Internet	29	35	36	29	26
	social media	20	14	27	29	18
	Television	24	24	23	17	23
I usually follow the advertising of Public public libraries institute to the end (I read, see, hear)?	Internet	25	31	55	25	19
	social media	20	20	30	27	11
	Television	32	21	21	25	12
Usually, whenever there is an advertisement related to library, it is interesting to know what its content is (read, see, hear)?	Internet	13	23	40	46	33
	social media	12	9	27	33	27
	Television	16	11	31	25	28

Questions 6 to 10 of the questionnaire are related to the interest component, the second level of the AIDA model, the frequency of respondents' answers to these questions are shown in Table 3.

Table 4. Frequency distribution of respondents' answers to the items related to desire level from the hierarchy of the AIDA model

Items	Media type	very little	little	medium	Much	too much
the provided advertising lead to increase my motivation towards subscribe or usage of public library services.	Internet	32	24	47	40	12
	social media	27	22	20	29	10
	Television	31	16	24	23	17
the advertising of public libraries institute have created a positive image in my mind towards their services.	Internet	35	33	47	32	8
	social media	28	23	30	22	5
	Television	35	20	23	20	13
Provided advertising have assured me towards library services.	Internet	29	38	52	25	11
	social media	31	25	32	13	7

	Television	31	20	32	16	12
I feel I am required to introduced services in advertisements.	Internet	26	30	50	28	21
	social media	19	17	35	21	16
	Television	27	16	32	16	20
	Book reader sessions	20	18	15	9	9
the advertising of public libraries institute have caused I prefer to use institutional public libraries rather than other types of libraries.	Environment advertising	27	33	33	18	12
	Internet	48	28	47	21	11
	Social media	30	30	25	14	9
	television	41	23	25	8	14

Questions 11 to 15 of the questionnaire are related to the deire component, the third level of the AIDA model, the frequency of respondents' answers to these questions are shown in Table 4

Table 5. Frequency distribution of respondents' answers to the items related to action level from the hierarchy of the AIDA model

Items	Media type	very little	little	medium	Much	too much
the advertising of public libraries institute has led me to use non-person library services. (Non-person services such as resource search, public libraries atlas, professional book readers network, etc.)	Internet	57	29	33	24	12
	social media	44	26	18	13	7
	Television	54	18	23	9	7
	Internet	34	39	35	25	22
the advertising of Iranian public libraries institute have prompted me to introduce libraries and their services to friends and acquaintances.	social media	24	22	26	27	9
	Television	33	20	31	17	10
	the advertising of public libraries institute has caused					

I prefer to use institutional public libraries rather than other types of libraries.	Internet	43	36	46	18	12
	social media	38	22	27	14	7
	Television	37	22	26	17	9
the advertising of public libraries institute has caused sometimes I have a friendly data with my friends at the library.	Internet	63	30	20	25	17
	social media	48	20	16	16	8
	Television	57	17	12	10	15
the advertising of public libraries institute has caused I contact with library due to introduced facilities or services in the advertisement.	Internet	49	39	40	17	10
	social media	49	22	21	11	5
	Television	49	30	17	9	6

Questions 16 to 20 of the questionnaire are related to the action component, the fourth level of the AIDA model, the frequency of respondents' answers to these questions are shown in Table 5.

Before interpreting the results of the above table, it is necessary to note that if the value of the significant level of the variables be more than the significance level of 0.05, it can be concluded that the distribution of that variable is normal. Therefore, the significance level of the Kolmogorov-Smirnov test in the scores of all variables was greater than 0.05, so it was determined that the distribution of all variables was normal. Therefore, parametric tests were used for analyzing the questions.

In studies whose questionnaires are designed based on a five-level Likert spectrum, the theoretical average is used which equals of 3. Therefore, in the current research, the number 3 was used as the theoretical average for answering the research questions. If the experimental average value obtained in the study is less than 3, the advertising media of institute have failed to go through the AIDA model. But if the experimental average is

more than 3, the advertising media of institute have succeed to go through the AIDA model.

Answer to Question 1: Does the advertising of Iranian public library institute go through the AIDA model successfully?

According to that the distribution of variables was normal, so we used the one-sample t-test. The test results are shown in Table 6.

Table 6. One-sample t-test to examine the role (effect) of advertising on attracting audience to libraries affiliated to Iranian public libraries institute based on AIDA model in Tehran city

variable	average	T statics	Freedom degree	P value	Mean difference	95% Confidence interval	
						low	high
Advertising (total score)	2.770	-5.521	337	0/000	-.230	-.311	-.148

According to the respondents, with a probability of 95%, there is a significant difference between the mean of advertising (2.770) with the constant value of 3 ($p < 0.05$). Because the experimental average (2.770) is less than the theoretical average of study (3), so in the current study, the advertising of Iranian public library institute have failed to go through the AIDA model, but since the experimental average value is greater than 0, then advertising the advertising of Iranian public library institute has had effectiveness less than average. Therefore, it can be concluded that the respondents' answers have focused on the too low and low options according to the effect of advertising on attracting audience to libraries affiliated to the Iranian public libraries institution.

Answer to question 2: Does the advertising of Iranian public library institute go through the AIDA model successfully by Internet?

According to that the distribution of variables was normal, so we used the one-sample t-test. The test results are shown in Table 7.

Table 7. One-sample t-test to examine the role (effect) of advertising by Internet on attracting audience to libraries affiliated to Iranian public libraries institute based on AIDA model in Tehran city

variable	average	T statics	Freedom degree	P value	Mean difference	95% Confidence interval	
						low	high
Internet	2.679	-5.620	154	0.000	-.321	-.433	-.207

Based on the results of table 7, it can be said that according to the respondents, with a probability of 95%, there is a significant difference between the mean of advertising by Internet (2.679) with the constant value of 3 ($p < 0.05$). Because the experimental average (2.679) is less than the theoretical average of study (3), so in the current study, the advertising of Iranian public library institute have failed to go through the AIDA model by Internet advertising, but since the experimental average value is greater than 0, then Internet advertising has had effectiveness less than average. Therefore, it can be concluded that the respondents' answers have focused on the too low and low options according to the effect of Internet advertising on attracting audience to libraries affiliated to the Iranian public libraries institution.

Answer to question 3: Does the advertising of Iranian public library institute go through the AIDA model successfully by social media?

According to that the distribution of variables was normal, so we used the one-sample t-test. The test results are shown in Table 8.

Table 8. One-sample t-test to examine the role (effect) of advertising by social media on attracting audience to libraries affiliated to Iranian public libraries institute based on AIDA model in Tehran city

variable	average	T statics	Freedom degree	P value	Mean difference	95% Confidence interval	
						low	high
Social media	2.6444	-4.695	107	0.000	-.356	-.506	-.205

Based on the results of table 8, it can be said that according to the respondents, with a probability of 95%, there is a significant difference

between the mean of advertising by social media (2.644) with the constant value of 3 ($p < 0.05$). Because the experimental average (2.644) is less than the theoretical average of study (3), so in the current study, the advertising of Iranian public library institute have failed to go through the AIDA model by social media, but since the experimental average value is greater than 0, then Internet advertising has had effectiveness less than average. Therefore, it can be concluded that the respondents' answers have focused on the too low and low options according to the effect of social media advertising on attracting audience to libraries affiliated to the Iranian public libraries institution.

Answer to question 4: Does the advertising of Iranian public library institute go through the AIDA model successfully by TV?

According to that the distribution of variables was normal, so we used the one-sample t-test. The test results are shown in Table 9.

Table 9. One-sample t-test to examine the role (effect) of advertising by TV on attracting audience to libraries affiliated to Iranian public libraries institute based on AIDA model in Tehran city

variable	average	T statics	Freedom degree	P value	Mean difference	95% Confidence interval	
						low	
TV	2.525	-5.750	110	0.000	-.475	-.639	-.311

It can be said that according to the respondents, with a probability of 95%, there is a significant difference between the mean of advertising by TV (2.525) with the constant value of 3 ($p < 0.05$). Because the experimental average (2.525) is less than the theoretical average of study (3), so in the current study, the advertising of Iranian public library institute have failed to go through the AIDA model by TV, but since the experimental average value is greater than 0, then Internet advertising has had effectiveness less than average. Therefore, it can be concluded that the respondents' answers have focused on the too low and low options according to the effect of TV advertising on attracting audience to libraries affiliated to the Iranian public libraries institution.

Discussion and conclusion

As the data analysing showd, the role of advertising in attracting audience to libraries affiliated to Iranian public libraries institute based on the AIDA model was lower than the average (3) in Tehran, and thus failed to successfully go through the AIDA model. in comparing the study results with the mentioned backgrounds, it was not found the researches that have examined several media or all the media did not go through the AIDA model. For example, Ebrahimian Jelodar (2011) onely reviewed TV advertising, in which advertising has secceed to go through the levels of the AIDA model. Mir Abbasi (2013) evaluated TV advertising for Sepah Bank.

Hojjati (2014) evaluated the TV advertising of both Mellat Bank and Tejarat Bank and showd that the advertising of Mellat Bank was more successful. Sedaghat (2014) showd that the advertising of Mellat Bank was more effectiveness. Also, some research have been conducted on advertising in libraries and information centers. In the study of Moradi and Yaghmouri (2016), TV advertising has had the greatest effect on attracting audience to libraries. Chan, 2011; and Suarez and Pen Hoo, 2014, belived that it is effective providing advertising of libraries through social networks. But in the current study, Internet advertising and social media have had an effectiveness close to average. Mansouri Moayed (2004), Ganji (2012), and Baradaran Jamili et al. (2011) have evaluated without effectiveness the advertising by commercials, advertising by Internet and advertising by billboard, respectively. But in the current study, environmental advertising has the effectiveness less than average in attracting the audience.

As the result of theone-sample T-test showed, the book reader sessions failed to successfully go through the level of AIDA model. But it has the effectiveness less than average.

As the results show, Internet advertising with a mean less than average (3) has not been able to successfully go through the levels of AIDA model, but has the effectiveness less than average. The results of this study were consistent with the results of Ganji, 2006; and Sunshnight, 2005. Therefore, it can be said that advertising of libraries through Internet and informing them in other media can be effective in attracting the audience.

The results showed that social media with a mean less than average (3) failed to successfully go through the levels of AIDA model, but it had the effectiveness less than average.

TV with a mean less than average (3) failed to successfully go through the levels of AIDA model, but it had the effectiveness less than average. The results of this study are opposed to the study of Ebrahimian Jelodar, 2011; Baradaran Jamili et al., 2011; Mirabaasi, 2013; Hojjati, 2014; Sedaghat, 2014; and Moradi and Yaghmouri, 2016. In this study, the TV media has the effectiveness less than average that can be associated to the limited usage of library institute from TV for advertising and the lack of diversity in advertising provided by this medium.

The study was aimed to evaluate the role of advertising in attracting audience to libraries affiliated to Iranian public libraries institute based on the AIDA model in Tehran during the period from October 2015 to October 2016. The population included the members of libraries affiliated to Iranian public libraries institute in Tehran. Tehran has 35 libraries with 27 active libraries and the rest were closed due to repairs. The number of members of these libraries was 39085, that we selected 379 people based on Cochran formula with 95% confidence coefficient, and after distributing the questionnaires, 338 questionnaires were returned. Among 338 participants in the study, 157 people were male and 181 people were female. Also, according to grades of guidance school, high school and

postgraduate level, associate art, bachelor, master and Ph.D., the number of people were 27, 152, 14, 109, 31, and 5, respectively; based on the percentage, high school and postgraduate level with 45% were the most Participants in this study, and in the next ranks, undergraduate, master, guidance school, associate art and Ph.D. students were 32.2, 9.2, 8, 1.4 and 1.5 percent, respectively.

The findings indicated that Iranian public libraries institute has not been able to successfully go through the levels of AIDA model, but has the effectiveness less than average. The results showed that The results show that unawareness of community about the libraries with diverse services and easy use has led to a gap between libraries and community in general and potential users in particular. One of the essential causes of the advertising inefficiency was excessive concentration of advertising on the library itself (location). The opinions of the public libraries' members in Tehran city show that unawareness about the existence of the library and the various services that can be provided even has led to a gap among members. Therefore, Iranian public library institute in general, provincial general offices and cities secondarily, and in particular libraries themselves should use all their facilities to remove the barriers of the distance between the referees and the libraries. This problem can be solved to a large extent by extensive advertising and even according to the experience of large libraries, such as Public Library in Toronto, Canada, in addition to introducing the library itself and its services, libraries will also generate revenue. The Toronto Public Library has a policy to make money for the library in exchange for advertising for organizations in the library and the property under its ownership (publications, websites, video screens and other specified spaces). According to this policy, advertising revenue will be spent on serving people and residents of Toronto (Toronto Public Library's website, 2012).

According to the results that indicate the limited effect of advertising of the studied media, it is suggested that advertisements, in terms of quantitative, especially local advertising, go to places other than libraries to be visible for potential audiences of libraries. According to the suggestions of the public libraries' members involved in the study, the creativity in providing promotional information (especially local advertising) will have a significant effect on attracting audience for libraries. Therefore, it is suggested that the public libraries institute tries to involve more creativity in its advertising.

References

Atlas website of Iranian Public Libraries. 2016. Retrieved on December 15, 2016 Available at: www.atlas.iranpl.ir [In Persian]

Basirian Jahromi, R 2008. *Feasibility study on the implementation of marketing principles in central libraries and colleges of Tehran's state universities from the view of supervisors of these libraries*, master's thesis. University of Tehran, Faculty of Psychology and Educational Sciences, Department of Library and Information Science. [In Persian]

Chan, C. 2011. Marketing the academic library with online social network advertising, *Library Management*, 33(8, 9): 479 – 489.

Emad Khorasani, N.D. 2013. *Public services of library and its practices*. Tehran: Librarian. [In Persian]

Foruz Far, A. 2006. *Principles and techniques of advertising*. Tehran: Jihad Daneshgahi. [In Persian]

Gorgi, M., Jafari, M. and Rashidi Tabar, Sh. 2015 investigating the effective factors on attracting users using mix elements of P4 Model in Public Libraries of Sanandaj. *Library and Information Science*. 1 (69).

Keehwa, J. 2008. A study on emotional expression of library images - centered on library images in magazine advertising. *Journal of Digital Design*, 8(4), 283-293.

Hojjati, L. 2014. *The effectiveness rate of TV advertising of Banks (Mellat and Tejarat) from the Customers' view of Tehran City*. Master's thesis. Allameh Tabatabaee University, Faculty of Communications Sciences, Department of Communications Sciences. [In Persian]

Hassani, F. and Fathian, M. 2007. *Electronic marketing management*. Tehran: isiran institute. [In Persian]

Moradi, Kh., and Yaghmouri, F. 2016. The role of TV advertising in attracting audiences: A study of "Khandevaneh, book and life" program. *Book Publishing Management*, 6 (19 and 20): 170-192.

Professional book readers network Website 2015. Guide to professional book readers. Retrieved on July 8, 2015 available at: <http://www.booki.ir/Help>

Rabiee, A., Mohammadian, M. and Baradaran Jamily, B. 2011. Assessing the effectiveness of the Parsian Bank advertising and identifying the most important factor in increasing its effectiveness in Tehran city. *New Marketing Research*, 1 (2), 17-39. [In Persian]

Ranjbarian, B., and Ghodrat Pour, B. 2004. Investigating the effectiveness of the insurance industry's promoting activities in the field of life insurance in Tehran city. *Management Magazine*, 4 (76), 23-44. [In Persian]

Sedaghat, H. 2014. *The effectiveness of Mellat Bank's TV Advertising*. Master's thesis, Islamic Azad University, Central Tehran Branch, Faculty of Social Communication Sciences, Department of Business management. [In Persian]

Soares, A. M. & Pinho, J., C. 2014, Advertising in online social networks: the role of perceived enjoyment and social influence, *Journal of Research in Interactive Marketing*, 8(3): 245-263.