

# Persuasive Methods in Television Advertising and Its Impact on the Promotion of Consumer Goods

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## Abstract

TV commercials use a lot of persuasive methods in order to reach to persuade consumers to purchase and the acquisition of this item, the research aims to illustrate the importance of television advertising and its role in providing information to the consumer, and identify persuasive methods used by television advertising in the promotion of consumer goods, and determine the types of persuasive methods used by Television advertising in the promotion of consumer goods, the analysis of the content of a sample of 26 different and diverse television advertisement in terms of form and content taken from the research community mbc satellite channel, has been using content analysis consists of (12) category include persuasive methods used by advertising form TV to promote consumer goods and consumer convince Bagtnaiha, and the results of the analysis showed that television advertising persuasive use different methods in the provision of goods to the consumer and convince him out, the mismatch emotional and logical methods and diversity in the provision of subjects.

**Keywords:** advertising, persuasion, TV, goods, and consumer.

## Introduction

TV ads are an important place in the Arab satellite channels, where the Declaration one of the most important sources of financial funding for these channels so they seek to use the latest ideas and technical possibilities in order to ads appear as attractive and tempting item or product which the consumer pays to seek out and acquire them.

The announcement of the most important marketing methods for goods and products is the most important steps to dispose of the goods and achieve the desired profits, has contributed to increasing the awareness of consumer culture and the multiplicity of its requirements and desires, needs and increase the production of goods and diversity of various goods and services in the markets, where he is receiving a large stream of television commercials that offer has become a consumer Photos and compelling ways, attractive and enjoyable provide ready-to-consumer information, television has become important in the life of the viewer because of its advantages of image and sound and ease of use, in addition to speed the transfer of information and learn about the latest developments in the world.

This paper deals with methodological framework, which includes the research problem and its importance, objectives and procedures, and the research also the theoretical framework that contains the definition of television advertising and methods persuasive in the message communication and methods persuasive in used in television advertising, and the results of the analytical study and the findings and conclusions that emerged from the recommendations.

## Methodological framework

The research problem: The problem is the basis for scientific research, and the research problem lies in asking the question what is the persuasive methods used in television advertising and the extent of their impact in the promotion of consumer goods?

The importance of research: The Declaration of the most important means in the promotion of consumer goods, television advertising and use a lot of persuasive methods in order to reach to persuade consumers to purchase and acquisition of item, so the workers in the field of commercial advertising are studying public consumer to know the things that affect it and dragged his emotions and convince him logically, as a result technical and technological development that has occurred on a different means of communication and technology that has recently been used in the production of television advertising offers advertising became more and convince the modernity and the diversity of ways in the ways of presentation and methods of attraction and persuasion to promote consumer goods and products to consumers.

## Research objectives

Researcher seeks to achieve the following objectives:

1. illustrate the importance of television advertising and its role in providing information to the consumer.
2. Identification of persuasive methods used by television advertising in the promotion of consumer goods.
3. determine the types of persuasive methods used by television advertising in the promotion of consumer goods.
4. To identify the topics that progress in the television advertising type.

Research procedures: The content analysis of a sample of (26) television advertisement different and diverse in

terms of form and content taken from the research community mbc satellite channel, has category include persuasive methods used by television advertising for the promotion of consumer goods was used content analysis consists form of (12) consumer and convince Bagtnaiha, has been advertising analysis according to statistical tables included frequencies, percentages and mattresses using spss statistical program.

### **The theoretical framework**

Definition television advertising: the definition of the American Marketing Association AMA announcement as a "means non-personal information to provide ideas and promotion for goods and services by a third piece of information in exchange for wages paid," the ad is also known as a marketing tool to connect ideas, information and services to a community, and is used in presenting the media (1) .

TV ads and contribute to the consolidation of consumer spirit in individuals if they become consumer Spirit represent a pattern in the lives of individuals across the consumer goods they own, Valmalnon always seek to control the audience, which will bring them profit bumper by providing persuasive methods in advertisements for products and commodities (2).

Television is the most important means of publication of the notice if it becomes the media of the most important sources of financing for television channels which form the development, design and take it out in accordance with the technical and technological development of the means of communication.

he advantage of television advertising and characteristics of being a communicative arts, namely, (speech and the event and music), and defines television advertising short Bmdth which are calculated in time in seconds as it provides on-screen quick movements do not exceed seconds that includes a representative scenes and images of dramatic give the neighborhood side to the viewer to be able to pull him and convince him (3) .

Persuasive methods in communicative message: usually have a teacher through the media outlet used by the goal of trying to achieve a persuasive message or product advertising and then to achieve the desired response via the effect is achieved by using persuasive methods and considerations of particular use to convince the advertising message, namely: (4)

1. Clarity of objectives versus implicitly deduced: persuasion be more effective when we mention the objectives of the message or its results clearly instead of leaving the public Istnottagha himself.
2. Provide evidence and the evidence in the letter: messages include in order to be convincing presentation of evidence and evidence and phrases or factual information which contributes to convince the public announcement.
3. Display opinion supporters and opinion shows have more ability to influence in persuading the receiver.
4. The order of the logical arguments in the content of the message: the arguments are installed either at the beginning so that the impact in the beginning, or submit arguments to the end and be the impact in the end.
5. Use the public needs: advertising message be more convincing when, in their content or advertised exposure as a way to achieve actual needs.
6. The impact of the majority opinion: The information which are consistent with the prevailing view increases the likelihood of support by others while the frequency of messages that minority opinion is not likely to attract supporters.
7. repeat the message is displayed and exposure to them: The repetition of the message view of the factors that help to convince the public out.

TV advertising uses different values living in a human framework which aesthetic values of trying to provoke a sense of beauty and harmony in the environment, human values such as participation, love and respect for people and is often used in television advertising, intellectual values represented in the pursuit of knowledge, material values depend on the basis of money people value , prestige and status values and associated forms of power, status, leadership, religious values is to urge people to go to places of worship or in linking their religion more everyday lives, and uses the ad also of the biological requirements of the basic needs (such as the need for food, shelter, sex) and needs psychological and psychosocial (5) .

### **Persuasive methods in the advertising message**

1. The need for food and drink: Use ads instinct exciting feeling of hunger and stimulates the desire to eat by tempting the means provided by the food and drink ads.
2. Love the economy and get gain: consumer tends generally to the acquisition of goods and buy them at the lowest prices, so it is used in some advertising approach highlights on the way which respects the buyer helped to savings or savings so that the consumer always wants to exploit his money in an optimal manner.
3. tendency to simulation: People tend naturally to imitate others and simulation celebrities and take advantage of television advertising that offers celebrity use item and urges that the consumer on the acquisition, was also due to use this method in advertising to the public admiration with these celebrities and their desire to imitate them and this method "style star and celebrity certificates "(6).
4. desire to acquisition and ownership: ads focus on the use of the desire for acquisition and ownership of the

goods advertised among consumers and so is trying to convince him to buy a new car or real estate investment in installments.

5. desire to rest and make less effort as possible: ads focus on the importance of comfort derived by the consumer as a result of the acquisition of the advertised item to exert less effort seeks consumer for this item.
6. tendency to demonstrate the love of excellence: excellence method used in ads to make sure the quality of the advertised item and giving it the qualities of excellence and pride of the acquired as a distinct commodity.
7. the need for health and beauty: Advertisements address instinct beauty and health care, appearance especially for women, so use this method of persuasion in cosmetics ads portraying shows it is more beautiful and youthful.
8. intimidation and the need for safety: The ads highlight the negative consequences of people not to use the consumer of the commodity and their sense of tension, leading to a search for solutions to people reduce stress and be using this item advertised.
9. win over instinct maternity and paternity: The ads use exciting instinct maternity and paternity as a way to convince the ads of children's products, by persuading mothers that the acquisition of this item advertised safer and protect the child.
10. the need to draw the attention of others and the acquisition of admiration: The ads use the desire of individuals to the attention of the people and the acquisition of admiration through the acquisition of a commodity or chic global brand.
11. The use of experts and specialists: TV commercials utilize the opinions of experts and specialists to support consumer confidence in the product or item advertised as advertisements dental, pharmaceutical, detergent and other paste.
12. the need for safety: used advertising method sense of security to confirm the feeling of security that the acquisition of Item achieve a sense of safety and tranquility.

**The results of the analytical study of television ads:**

Study was conducted content analysis of TV ads in the channel mbc1 satellite in order to determine persuasive methods used in television advertising, which constitute the catalyst consumer desires to rush to buy the item, has developed data in the statistical tables included frequencies, percentages and mattresses.

1. persuasive methods used in the TV ad:

Table (1) A statement of persuasive methods used in the study sample TV ads

Persuasive methods used in television advertising duplicates percentage ranked	Duplicates	percentage	Grade
The need for food and drink	4	10.8%	3
Love the economy and get a	2	5.4%	5
The tendency to simulation	1	2.7%	6
The desire for acquisition and ownership	2	5.4%	5
The desire to comfort and make the least effort possible	3	8.1 %	4
The tendency to excellence and love of pretending	5	13.5%	2
The need for health and beauty	10	27.1%	1
Intimidation Method	1	2.7%	6
Co-opt instinct maternity and paternity	2	5.4%	5
The need to draw the attention of others and admiration for the acquisition of	1	2.7%	6
The use of experts and specialists	4	10.8%	3
The need for safety	2	5.4 %	5
Total	37	100%	-

Is evident from the results of Table 1, which shows the persuasive methods in television advertising that the highest percentage obtained by (the need for health and beauty) total iterations (10) and by (27.1%), and got a second place (the tendency to excellence and love of pretending) total occurrences ( 5) and by (13.5%), and earned a third place (the need for food and drink) the total occurrences (4) and by (10.8%) and (the use of experts and specialists) total occurrences (4) and by (10.8%), and was ranked fourth (the desire to comfort and exert less effort as possible) the total occurrences (3) and by (8.1%), and earned a fifth place (love the economy and get gain) total occurrences (2) and by (5.4%) and (the desire for acquisition and ownership) total occurrences (2) and by (5.4%) and (woo instinct maternity and paternity) total occurrences (2) and by (5.4%) and (safety use) the total occurrences (2) and by (5.4%), and earned a sixth place (the tendency to simulation) total occurrences ( 1) and by (2.7%) and (intimidation) total iterations method (1) and by (2.7%) and (the need to draw the attention of others and the acquisition of admiration) total occurrences (1) and by (2.7%).

2. persuasive emotional methods:

Table 2 shows the emotional persuasive methods used in TV ads

Methods persuasive emotional	Duplicates	percentage	Grade
Co-opt instinct maternity and paternity	2	13.3%	2
The need for health and beauty	10	66.7%	1
The need for safety	2	13.3%	2
Intimidation style	1	6.7%	1
Total	15	100%	-

he results of Table 2, which shows the emotional persuasive that are used in television advertising methods which ranked first category (the need for health and beauty) total iterations (10) by (66.7%), and won the second category (co-opt the instinct of motherhood and fatherhood ) total occurrences (2) by (13.3%) as well as the category (the need for safety) total occurrences (2) by (13.3%), and was ranked third crowds duplicates (1) by (6.7%).

3. persuasive logical methods:

Table 3 shows the logical persuasive methods used in TV ads

Logical persuasive methods	Duplicates	Percentage	Grade
The need for food and drink	4	18.2%	2
Love the economy and get gain	2	9.1%	4
The tendency to simulation	1	4.5%	5
The desire for acquisition and ownership	2	9.1%	4
The desire to rest and make less effort as possible	3	13.6%	3
The tendency to demonstrate the love of Excellence	5	22.8%	1
The need to draw the attention of others and the acquisition of admiration	1	4.5%	5
The use of experts and specialists	4	18.2%	2
Total	22	100%	-

Shown in Table 3 which shows the persuasive methods logical that are used in television advertising that category (the tendency to excellence and love of pretending) total occurrences (5) by (22.8%), and came in second place category (the need for food and drink) the total occurrences (4) by (18.2%) as well as the category (the use of experts and specialists) total occurrences (4) by (18.2%), and earned a third place (the desire to rest and make less effort as possible) the total occurrences (3) by(13.6%), and got the fourth place (love the economy and get gain) total occurrences (2) by (9.1%), as well as a class (the desire for acquisition and ownership) total occurrences (2) by (9.1%), and came fifth rank category (tendency to simulation) total occurrences (1) by (4.5%).

4. subjects that progress in the television advertising type:

Table (4) shows the type of topics in the research sample TV ads

Subject	Duplicates	Percentage	Grade
Food and food	4	15.4%	4
Consumer Goods	5	19.3%	3
Cosmetics	6	23.0%	2
Healthy	7	26.9%	1
, Household utensils	4	15.4%	4
Total	26	100%	-

Seen from the table (4) Subjects type in television advertising that subjects category (healthy) total occurrences (7) by (26.9%), and won the second place (cosmetics) total iterations (6) by (23.0%), and came third place category (consumer goods) the total occurrences (5) by (19.3%), and earned a fourth category (food and food) with a total occurrences (4) by (15.4%), as well as the category (and household tools) total occurrences (4) by (15.4%).

**Conclusions**

1. conclude that television advertising persuasive use different methods in the provision of goods to the consumer and convince him out, the mismatch emotional and logical methods and provide diversity in subject matter, and using the latest techniques in the production and submission of the recipient.
2. We conclude from the analysis of persuasive methods in television advertising that the highest percentage obtained by topics (the need for health and beauty) by (27.1%). It was followed in second place (the tendency to excellence and love of pretending) by (13.5%), which indicates that television advertising is heading the consumer to persuade using different methods most notably the interest of people outside their appearance and their health and their tendency to have what distinguishes them from others and show themselves the best image.
3. conclude that the more styles emotional persuasive that are used in television advertising are topics (the need for health and beauty) by (66.7%), and that television advertising is moving to the needs necessary for a person

such as health, beauty, and in particular that most ads are geared for women who are looking for beauty and young people on an ongoing basis.

4. conclude that more methods logical persuasive that are used in television advertising are topics (the tendency to excellence and love of pretending) by (22.8%), and addresses the television advertising logic also focuses heavily on human style and his penchant for excellence and love to pretend in front of others owning the best goods and most memorable.

5. The diversity of themes in television advertising the emergence of the most different class subjects (healthy) by (26.9%), constitute the most important issues of health topics offered by television advertising.

### Recommendations

1. interest in the field of scientific research and study of television advertising and research in raised at various levels.

2. that there is awareness of the type of consumer item and its importance before buying them without being influenced by Bamoriaat.

3. that the ads be objective and honest in the promotion of various consumer goods.

Footnotes:

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### الأساليب الإقناعية في الإعلانات التلفزيونية وتأثيرها في الترويج للسلع الاستهلاكية د. أفنان محمد شعبان العمرو

جامعة بغداد/ مركز بحوث السوق وحماية المستهلك

الملخص: تستخدم الإعلانات التلفزيونية الكثير من الأساليب الإقناعية لكي تصل إلى إقناع المستهلك بشراء واقتناء السلعة، ويهدف البحث الى توضيح مدى أهمية الإعلانات التلفزيونية ودورها في تقديم المعلومات للمستهلك، وتحديد الأساليب الإقناعية التي تستخدمها الإعلانات التلفزيونية في الترويج للسلع الاستهلاكية، وتحديد أنواع الأساليب الإقناعية التي تستخدمها الإعلانات التلفزيونية في الترويج للسلع الاستهلاكية، تم تحليل الفضائية، وقد تم mbc مضمون عينة مكونة من (26) إعلانا تلفزيونيا مختلفة ومتنوعة من حيث الشكل والمضمون أخذت من مجتمع البحث قناة استخدام استمارة تحليل مضمون مكونة من (12) فئة تشمل الأساليب الإقناعية التي تستخدمها الإعلانات التلفزيونية للترويج للسلع الاستهلاكية وإقناع المستهلك باقتنائها، وتبين من نتائج التحليل أن الإعلانات التلفزيونية تستخدم أساليب اقناعية مختلفة في تقديم السلع للمستهلك وإقناعه بها، فمنها أساليب عاطفية ومنطقية وتنوع في تقديم موضوعاتها. كلمات مفتاحية: الاعلان، الاقناع، التلفزيون، السلع، الاستهلاكية.