

## EXPLAIN THE EFFECTIVENESS OF ADVERTISING USING THE AIDA MODEL

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### Abstract

The main objective of this research, Explain the effectiveness of advertising using the AIDA model in the private insurance companies in the metropolitan city of Tehran. This descriptive research study field and study population consisted of all clients are insurance companies that considering the population size is unlimited Sample size was determined using the formula of infinite sample size of 387 individuals were estimated. For collected data this research is used questionnaire. Data collected using the Spss and Lisrel software two sections were analyzed using descriptive and inferential statistics. The results indicate that test hypotheses dimension AIDA model have positive and significant relationship with advertising effectiveness in private insurance companies in Tehran.

**Keywords:** Advertising effectiveness, private insurance, media, communications

### Introduction

In the past, advertising and marketing communications went to work only for the purpose to increase sales, but today Advertising is considered one of the important elements of customer service. With the development of communications and advertising can create value for customers. The project will create mutually rewarding relationships with customers that will benefit both the customer and the organization. After stating the importance of advertising, one of the important issues in the realm of advertising, is evaluated of advertising effectiveness. The Advertising is change in attitude, knowledge and behavior and informs the audience, encourage, strengthen relations and promote exchanges reminded of the various tasks of advertising. And assess the effects of advertising in each of these cases for Organizations that are essential for sustaining life and development as advertising is a necessity. This study is based on until will be evaluated based on the AIDA model the advertising of private insurance companies. In this research, advertising effectiveness of private insurance companies are assessed based on AIDA model and Becomes clear that the advertising company what extent is the impact on customers.

The AIDA: A model is presented for measuring the effectiveness of advertising. This model includes four stages: Stage one: to attract attention (and awareness) to mean that before you sell something you need to attract his attention. For the attention of people, there are many ways. As for big title, controversial or shocking content can be ways to attract visits to our promotional message. (Barry and Harward ,1990,p.119) Second step: generate interest in the client: This means that demonstrating product features and benefits, people get interested in their product. Music and promoted language should be fit as well with experience and attitudes of customers. In addition to promoting the client's target language, to speak, Layout and content of the customer must also be correct and acceptable. (Barry and Harward ,1990,pp.120-122) Third step: to create enthusiasm in the people that is very important Advertiser must know how to target customers think the advertising message must be able to convince customers that the intention is to introduce and supply of goods, Customer needs will be fulfilled. (Barry and Harward ,1990,pp.121-122) Step Four: The last step is to end the

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purchase or sale at this stage of the customer you want to know about buying, and to take its final decision to end the process. The advertiser must be able to give them reassurance that the decision was correct and also That people should be able use words to provide advertising content words when talking with others about the product (Bendixen ,1993,pp.19-20). Trading advertise in the first was published in English since 1478 and this year was William Gagstn originally published in England and will attempt to publish a newspaper and weekly newspapers published one after another. Advances in the printing industry gradually evolved a way to develop and print ads paved. In England, the first notice of chocolate and coffee and tea, respectively, in 1652, 1657.1658, published in English newspapers. America's first ad in the 1684 book "Earth creation theory" was published in the newspaper. The Free Encyclopedia America as the first press ad has been recorded. (arbabi,1350,pp.62-63) From the early eighteenth century in England, and the average of the century, newspapers have emerged in North America to "promote expensive" was famous. These were published in a newspaper classified advertising, often advertising on the cover or first page of publications that small audience, but they were rich.(asaditari,1372,pp.55-56) In the early nineteenth century in England and later in America, newspapers have emerged in the newspapers called them "a money" they said. Until then, most advertising was addressed to wholesalers to buy goods from manufacturers or importers. But the penny press publishing newspapers in the audience were also other consumers. These newspapers were the media activities that underlie the late nineteenth and early twentieth centuries with new forms of advertising for consumers to be laid down.(kotler,2003,p.57)

**TABLE 1: TYPES OF MEDIA ADVERTISING**

Description	Types	Divided on	
Such as newspapers, magazines, books and general publications	Print advertising	Types of media	Advertising
Such as: radio, television, satellite, Internet	Broadcast advertising		
Such as: postal orders	Postal Advertising		
Using street boards, posters can be done	Advertising		
Their store by store	Store Advertising		
Audience, the consumer or the person is they are used for plantation of media.	Consumer Advertising		
Owned are wholesaler’s Hungarian distributing goods.	advertising	Type of audience	
Via letter, fax or phone call is done.	advertising		
No mention of the person or product is advertised to the general.	Indirect Advertising	Presentation Type	
Using the subconscious mind and affect on the audience.	advertising		
At the national level are and in the whole country	National Advertising		
With cooperative partnership And advertisers are done through.	advertising	Type of cost	
By a particular person, and the region and certain areas are done.	Local advertising		

(Reference: mohammadifar, 1377)

In the past century, several models have been proposed for the effectiveness of advertising that have been called the effectiveness of the hierarchical models. Most of all is that the model used is the AIDA model that is presented by Elmo Lewis in about 1906. In the years since then, many models proposed by theorists who they all had their way in the Aida model . Still, after about a century, this model comes with a lot of fans ( Barry&howard,1990). Daniel starch in 1920: advertising should be seen, be read, understood, and it has to be done. Advertising leads to people from ignorance to knowledge, perception, persuasion, creating enthusiasm purchase (action) ,According to this model, most of what advertising should do is to create awareness in the viewers. People should know who they are and what they produce What distinguishes them from other companies and how they can have access.(velz and muryani,1382) Effectiveness of advertising simply be the effect on advertising to attract customers, they declared. Effectiveness of advertising to promote the appropriate use of previous convictions Cultural and social norms is that the elements are defined. However, to access the effectiveness of each company must define goals and they plan to achieve and they assessed the efficacy of the show. Because many companies do not know exactly what to expect from their advertising programs . Here we will use a model AIDA that model that includes four stages. The first step is to draw attention or create awareness. The second step is to generate interest in the client. Next, create enthusiasm (to stimulate) the people, this step is very important. The final step is to end the sale or purchase (buy direct). At this stage of the customer wants in its final decision to purchase and to terminate this process.

### **Statement of Problem**

The role and importance of advertising are not who covered in the world today, Advertising and marketing business has increased and has become a big business The enormous cost of commercial enterprises to spend advertising your business goals is to indicate the importance of advertising in advance. Most newspapers and magazines and radio and television networks, significant portion of its revenue are advertised through advertising and commercial businesses. Activities in line with the privatization of insurance companies are being done, to the private insurance companies can be successful in the competitive arena, as with other organizations must pay to the advertising and measure their effectiveness. Effectiveness of advertising is one of the very important issues in the realm of advertising. In other words, we determine the advertising budget for how we spend it we have to set goals that has? Communication goals and objectives of our promotional program have been able to realize? Results that we have wanted to do? Our advertising is basically a moving target? Measuring and evaluating the effectiveness of advertising, as a worthy opening acts that remind us that what are the strengths and weaknesses of our advertising and we use this feedback technique, We realized that their failure to promote. So we're trying to get people's attention to the amount of advertising services through private insurance companies to rise (mohammadiyan,1382). Thus creating an advertising message that, in the first stage in order to attract customer's attention and in the second step is to create customer interest and in the third step is to stimulate and customer demands to products intended to be The customer ultimately lead to the purchase, is required. This study sought to evaluate the model Aida is advertising private insurance companies.

### **The necessity and importance of research**

World of today's world is a benefit -cost. Each institution should be advertising that topic should be able to recoup the costs incurred, surely that is their goal to attract customers, achieve. According to those present about the importance of advertising, as one of the marketing mix has been and paying attention to this, the companies and institutions is costly, it is necessary to advertising such as are appropriate to the effectiveness, Somewhat proportional to the money spent, and interest income for the Institute is in the long run though. However, the crisis of shortage of financial resources and intense competition among

companies, advertising spending has increased sensitivity and the need to investigate the effectiveness of advertising has been more pronounced. Also considering the importance of creating greater efficiency in the advertising, rating of advertising media employed in the organization is a special place this prevents spending on advertising is inappropriate. A consumer is, every day at hundreds of ordinary commercial advertising. Until death, according to one estimate, about one and a half years of our life is spent on various advertising. Commercial advertising are like a mystery .As the evidence shows the wrong advertising can actually reduce a company's sales. Suggests the grim reality is that many companies fail completely. Although a variety of promotional programs is difficult to measure but the results for planning, Modified the promotional activities of organizations will be very useful. Effects of advertising and its relationship with organizational goals can be Changes in the advertising budget, the shape and content of messages and communication channels, and even the type of media and advertising to provide the conditions Past to be more effective advertising. So for many companies to significantly reduce the effectiveness of advertising or even Not obvious importance and place it in the advertising process All problems in the private insurance companies, private advertising program will be reviewed. So based on the AIDA model is examined advertising effectiveness Research Company.

#### **The research objectives**

- Identify some of the private insurance companies will increase customer satisfaction.
- Provide guidelines and practical suggestions to private insurance companies in order to attract customers.
- Appropriate standards for private insurance companies to provide some management companies grant to their customers.
- Provide guidelines for creating effective advertising programs.

#### **Analytical model to study**

In this study, in order to assess your organization, Aida model of scientific models to evaluate the most effective advertising is used. This model was introduced by Elmo lewis in 1898. This model for planning advertising messages, in a manner that suggests four general purposes is to attract attention, create interest, and stimulate desire and pushing people to buy (Birch ,2010).

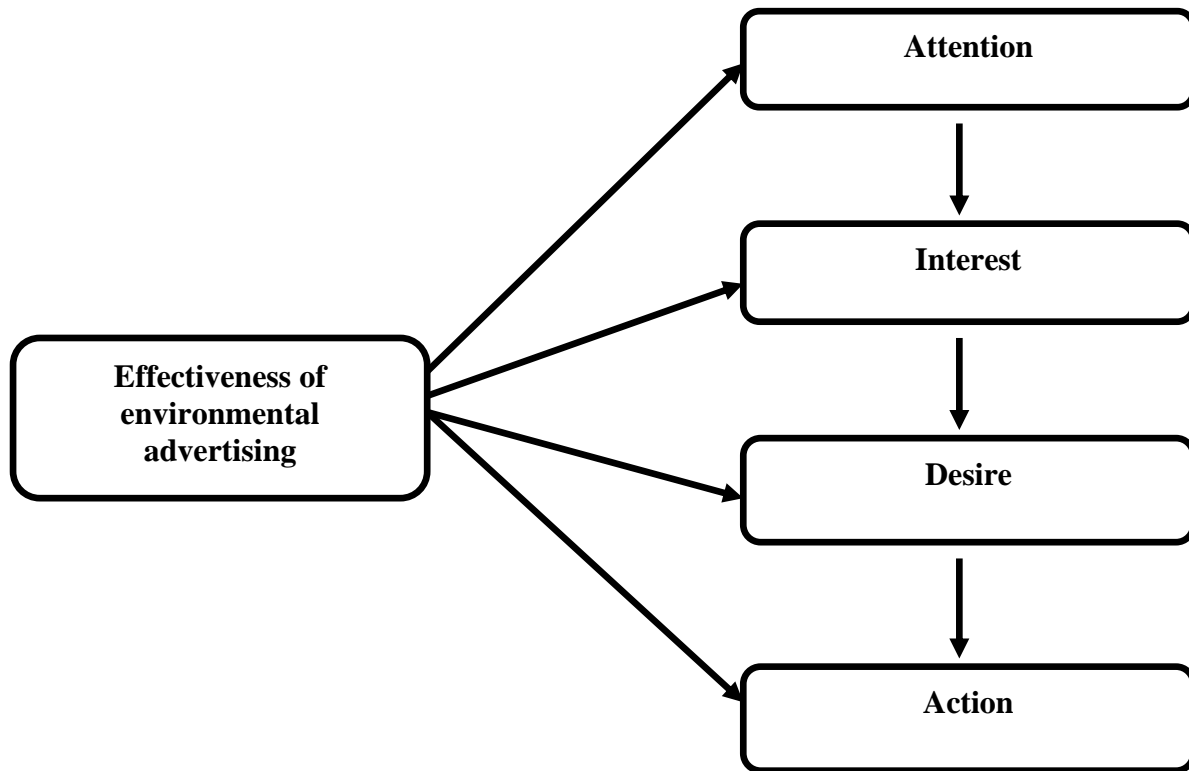


Figure 1: The theoretical framework of research

**Hypotheses**

According to the literature and theoretical study made the following hypothesis, which include:

**H<sub>1</sub>:** The attention has significant relationship with the interest.

**H<sub>2</sub>:** The Interest has significant relationship with the Desire.

**H<sub>3</sub>:** The Desire has significant relationship with the Action.

**H<sub>4</sub>:** The attention has significant relationship with the Effectiveness of environmental advertising.

**H<sub>5</sub>:** The interest has significant relationship with the Effectiveness of environmental advertising.

**H<sub>6</sub>:** The Desire has significant relationship with the Effectiveness of environmental advertising.

**H<sub>7</sub>:** The Action has significant relationship with the Effectiveness of environmental advertising.

**Methods and statistical population**

The main objective of this study, explain the environmental model to evaluate the effectiveness of advertising in the insurance companies are in Tehran. At this stage the researcher will to collect data and then analyze them. Since the purpose of this study, the type of application and the method of the type that causes. This is the type of field research, according to the research related to information theory, Background literature and research based on the information is collected in books, journals, theses and the Internet. So this is the type library, According to the study of organized, will be studied in real terms, this research is a field of study. The study population included all the customers of private insurance

companies are in Tehran. The number of private insurance companies, 15 companies is in Tehran in which statistics are available www.bymeh.com site. To determine sample size this study, first a sample of 30 questionnaires were distributed to the target population and After collecting and analyzing data and estimate the mean and standard deviation of the (0/5018) and Sample size determination in the formula instead of an infinite population, sample size was 387. Method used for this study, sampling is a group or cluster. The first four parts of Tehran city (north, south, east, and west) into, For the 97 questionnaires, and to ensure the return rate of questionnaires 105 questionnaires were distributed to each The total of 420 questionnaires were distributed and the Finally, they collected about 387 of them have been analyzed.

Sample size was determined by the formula:

$$n = \frac{(z_{\alpha/2})^2 * \delta^2}{e^2} = \frac{(1.96)^2 * (.5018)^2}{(.05)^2} = 386/93 \approx 387$$

In this research tool with which to assess and measure the variables have been considered the questionnaire between selected samples and their distribution can be compared to the measured variables. Using structural equation modeling spss and lisrel software, and the data are analyzed. In this study, the researcher made questionnaire that measuring instrument to ensure the reliability of the alpha 996. Was Questionnaires distributed and then has been collected and analyzed and questions on a range of five options Likert have been outlined.

**Hypothesis testing**

1-Attract attention

Table 2 Data to test models attract attention

Model Estimates (data.sta)					
	Parameter	Standard	T	P-value	
	(Attention)-1->[Q1]	0.696	0.049	14.164	0.000
	(Attention)-2->[Q2]	0.751	0.045	16.545	0.000
	(Attention)-3->[Q3]	0.650	0.053	12.290	0.000
	(Attention)-4->[Q17]	0.565	0.048	11.724	0.000
	(Attention)-5->[Q241]	0.636	0.060	10.663	0.000
	(Attention)-6->[Q242]	0.747	0.054	13.870	0.000
	(Attention)-7->[Q243]	0.688	0.060	11.506	0.000
			<b>Value</b>		
	<b>RMS Standardized Residual</b>		0.108		

Model parameters given above and as shown in Figure 2 are observed, Confirmatory factor analysis model parameter estimates are in columns. Too corresponding standard deviation values of these estimates is given in the Standard Error .In column T (and p-Value) values for test statistic T and (p-(Value in order to test the hypothesis that the coefficients in each model were zero or not, are calculated and displayed .Since the values of all P-Value is less than 0.000, assuming zero based on the corresponding coefficients being zero reject And so all of the significant coefficients and zero opposite .Parameter RMS Standardized Residual is the square root sum of squares error, the parameter values less than 0.1 should be accepted thus the value obtained in the above table is less than 0.1 is therefore acceptable.



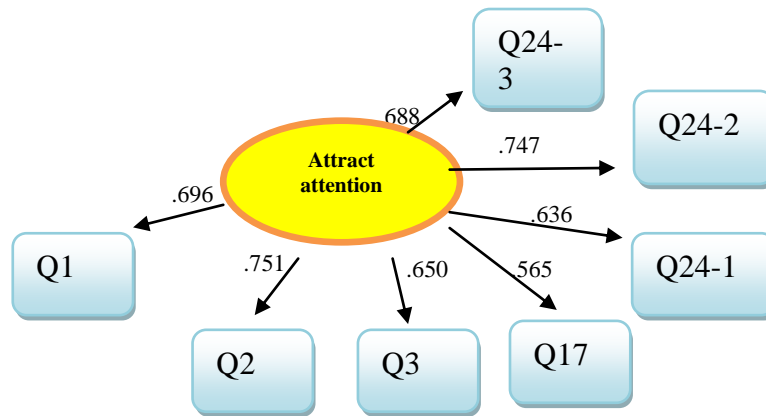


Figure 2: Indexes and attract attention amount

2- Stimulates the desire of people

Table 3: Data model tests to stimulate the desire of people

Model Estimates (data.sta)					
	Parameter	Standard	T	P-value	
	(tendency)-1->[Q7]	0.392	0.048	8.219	0.000
	(tendency)-2->[Q8]	0.712	0.047	15.103	0.000
	(tendency)-3->[Q10]	0.752	0.056	13.501	0.000
	(tendency)-4->[Q12]	0.766	0.046	16.781	0.000
	(tendency)-5->[Q15]	0.578	0.046	12.584	0.000
	(tendency)-6->[Q18]	0.761	0.053	14.291	0.000

Basic Summary Statistics (data.sta)	
	Value
<b>RMS Standardized Residual</b>	0.047

Model parameters given above and as shown in Figure 3 are observed, Confirmatory factor analysis model parameter estimates are in columns. The corresponding standard deviation values of these estimates are given in the Standard Error. In column T (and p-Value) values for test statistic T (and (p-Value) in order to test the hypothesis that each of the coefficients in the model were equal to zero or not, are calculated and displayed. Since the values of all P-Value is less than 0.000, Being zero is zero evidence and reject the corresponding coefficients. Therefore, all model coefficients were statistically significant and non-zero. Parameter RMS Standardized Residual is the square root sum of squares error, the parameter values less than 0.1 should be accepted thus the value obtained in the above table is less than 0.1 is therefore acceptable.





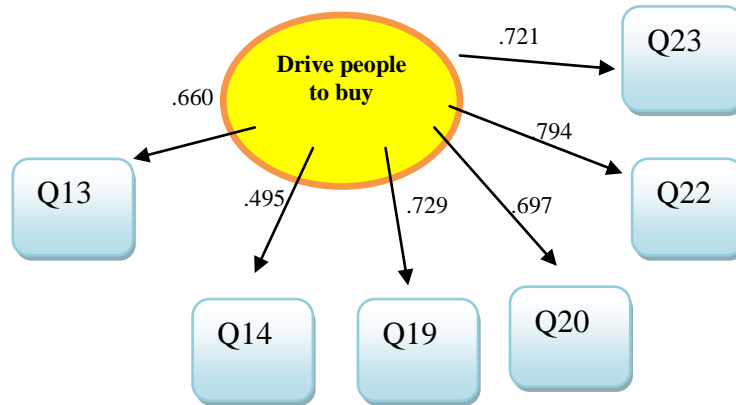


Figure 4: Indexes and drive people to buy amount

4- Generate interest

Table 5: Model data to Generate interest test

Model Estimates (data.sta)				
	Parameter	Standard	T	P-value
(interest)-1->[Q4-1]	0.718	0.047	15.149	0.000
(interest)-2->[Q4-2]	0.732	0.055	13.249	0.000
(interest)-3->[Q4-3]	0.729	0.052	14.133	0.000
(interest)-4->[Q5-1]	0.379	0.051	7.410	0.000
(interest)-5->[Q5-2]	0.357	0.050	7.123	0.000
(interest)-6->[Q5-3]	0.386	0.051	7.569	0.000
(interest)-7->[Q6]	0.449	0.042	10.557	0.000
(interest)-8->[Q9]	0.411	0.041	9.945	0.000
(interest)-9->[Q11]	0.403	0.050	8.024	0.000
(interest)-10->[Q16]	0.283	0.045	6.259	0.000

Basic Summary Statistics (data.sta)	
	Value
RMS Standardized Residual	0.135

Model parameters given above and as shown in Figure 5 are observed, Confirmatory factor analysis model parameter estimates are in columns. The corresponding standard deviation values of these estimates are given in the Standard Error. In column T (and p-Value) values for test statistic T (and (p-Value) in order to test the hypothesis that each of the coefficients in the model were equal to zero or not, are calculated and displayed. Since the values of all P-Value is less than 0.000, Being zero is zero evidence and reject the corresponding coefficients. Therefore, all model coefficients were statistically significant and non-zero. Parameter RMS Standardized Residual is the square root sum of squares error, the parameter values less than 0.1 should be accepted thus the value obtained in the above table is less than 0.1 is therefore acceptable.

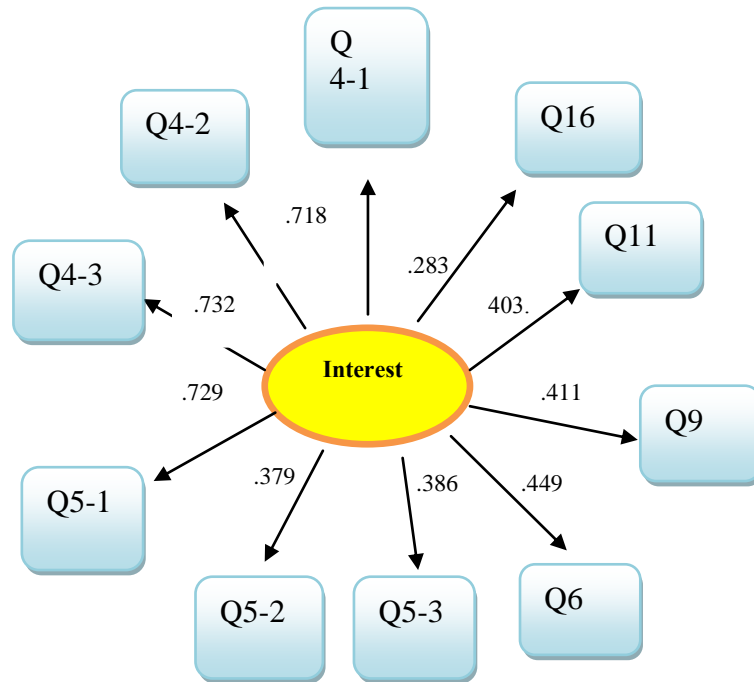


Figure 5: indexes and Creating interest amount

5- Advertising

Table 6: Test data for Advertising models

Model Estimates (data.sta)				
	Parameter	Standard	T	P-value
(advertise)-1->[Q21]	0.747	0.066	11.361	0.000
(advertise)-2->[Q25]	0.684	0.052	13.168	0.000
	<b>Value</b>			
<b>RMS Standardized Residual</b>	0.000			

Model parameters given above and as shown in Figure 6 are observed, Confirmatory factor analysis model parameter estimates are in columns. The corresponding standard deviation values of these estimates are given in the Standard Error. In column T (and p-Value) values for test statistic T (and (p-Value) in order to test the hypothesis that each of the coefficients in the model were equal to zero or not, are calculated and displayed. Since the values of all P-Value is less than 0.000, Being zero is zero evidence and reject the corresponding coefficients. Therefore, all model coefficients were statistically significant and non-zero. Parameter RMS Standardized Residual is the square root sum of squares error, the parameter values less than 0.1 should be accepted thus the value obtained in the above table is less than 0.1 is therefore acceptable.

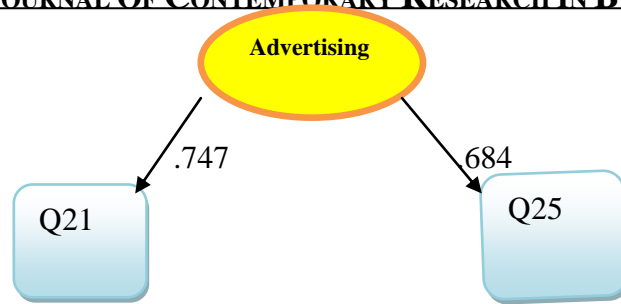


Figure 6: Indexes and Advertising amount

Path analysis on the data in this study was conducted using LISREL8.8.

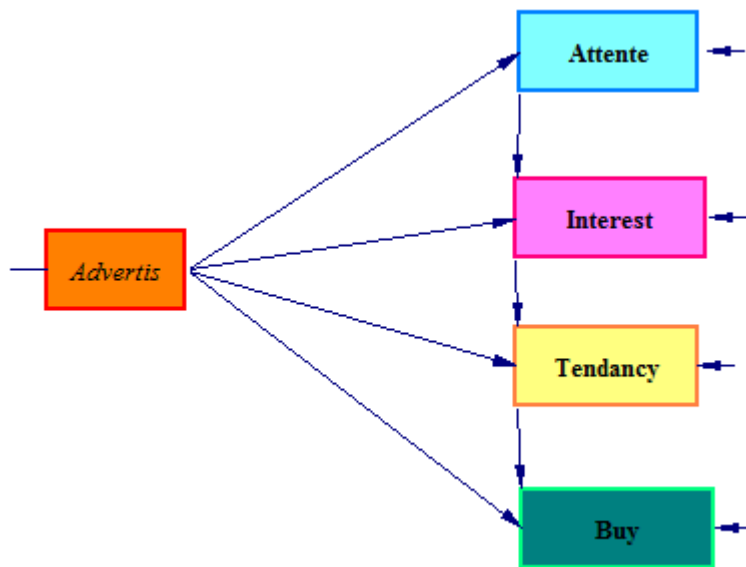


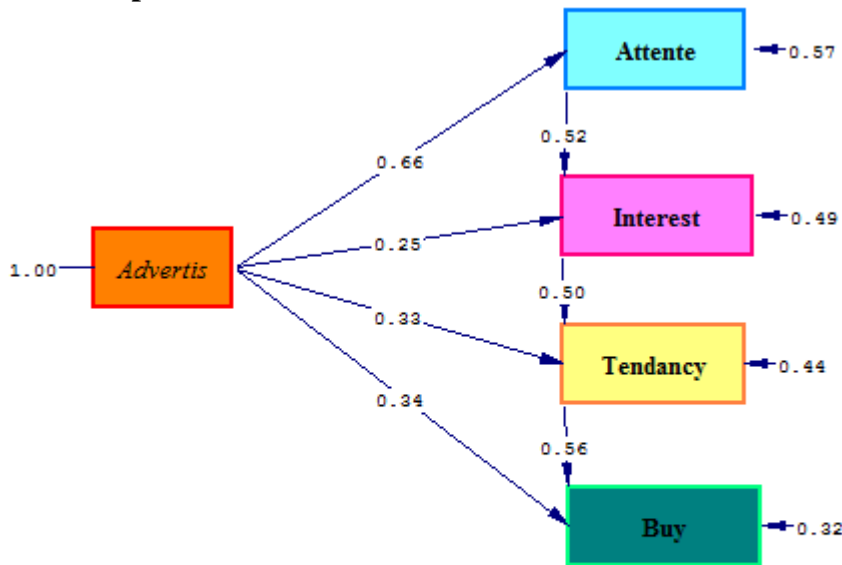
Figure 7: Conceptual model

**Correlation Matrix**

	Attente	Interest	Tendancy	Buy	Advertis
Attente	1.00				
Interest	0.69	1.00			
Tendancy	0.59	0.70	1.00		
Buy	0.61	0.63	0.78	1.00	
Advertis	0.66	0.60	0.63	0.70	1.00

As can be seen in the above chart, the linear correlation matrix, advertise with attract attention, create interest, stimulate desire and drive is connected to the purchase. Each of the units must be obtained coefficients of .9, to be acceptable, the coefficients obtained in the above chart, most of the .9 the model is acceptable and Goodness of Fit Statistics.

**Estimated path model**



Chi-Square=9.48, df=3, P-value=0.02355, RMSEA=0.075

Figure 8: Estimated path model

**Goodness of Fit Statistics**

Standardized RMR = 0.022

Goodness of Fit Index (GFI) = 0.99

Adjusted Goodness of Fit Index (AGFI) = 0.95

All good fit indices, the good fit of the data confirms the model. Because being a good range of fitted model parameters is in this model, the GFI and AGFI indices greater than 0.9 or RMR index are smaller than 0.1 we consider the model, Good model fit. The possible analysis obtained in the above chart, the following results can be obtained from the linear correlation matrix chart.

A-  $Attentio = 0.66 * Advertis$ , Errorvar.= 0.57 ,  $R^2 = 0.43$   
 (0.038) (0.041)  
 17.19 13.87

As you can see in the matrix of linear graphs attract attention, is associated with Advertising and Value obtained from the unit attract attention that the sum of 0.66 with the above results can be seen Advertising.

B-  $Interest = 0.52 * Attentio + 0.25 * Advertis$ , Errorvar.= 0.49 ,  $R^2 = 0.51$   
 (0.048) (0.048) (0.036)  
 10.90 5.35 13.87

As you can see a line graph to create interest in the matrix, is associated with attention and Advertising, Amount obtained from the sum unit Generate interest is 0.25, with the Advertising results are attract attention.

C-  $Tendancy = 0.50 * Interest + 0.33 * Advertis$ , Errorvar.= 0.44 ,  $R^2 = 0.56$   
 (0.042) (0.042) (0.032)  
 11.76 7.89 13.87

As you can see a line graph of the matrix to stimulate, create interest and related Advertising is the amount of stimulation unit to .5 That sum, a favorite with the above results can be seen advertising.

$$D- \text{Buy} = 0.56 * \text{Tendancy} + 0.34 * \text{Advertis}, \text{Errorvar.} = 0.32, R^2 = 0.68$$

(0.037)	(0.037)	(0.023)
15.12	9.17	13.87

As you can see a line graph of the matrix led to the purchase, by stimulating interest and related Advertising is the amount of stimulation unit to 56. That sum, these results are stimulating interest with Advertising.

### Conclusion

Little effort into Advertising and systematic influence the opinions, attitudes or behavior of others by using symbols such as words, Signs, banners, monuments, and So is their music. This explains the effectiveness of advertising using the AIDA model of private insurance companies were in Tehran the results of hypothesis testing is as follows. By examining the response given to questions related to the first hypothesis, is interested in attracting attract attention significant relationship; we conclude that the insurance company Advertising has been effective in attracting people's attention. So we can say that the first hypothesis is accepted. By examining the responses given to questions related to the second hypothesis, significant relationship with the excitation tends to attract interest; we conclude that the insurance company advertising has been effective in creating interest in people. So we can say that the second hypothesis is accepted. By examining the responses given to questions related to the third hypothesis, stimulate interest in buying a significant relationship with the drive, we conclude that the insurance company Advertising has been effective in stimulating interest in people. So we can say that the third hypothesis is accepted. By examining the responses given to questions related to the fourth hypothesis, attract attention is a significant relationship with the effectiveness of outdoor advertising; we conclude that the insurance company Advertising has been effective in pushing people to buy. So we can say that the fourth hypothesis is accepted. By examining the responses given to questions related to the fifth hypothesis, attracted significant interest in the relationship with the environmental effectiveness of Advertising, We conclude that the insurance companies advertising the effectiveness of outdoor advertising has been effective. So we can say that the fifth hypothesis is accepted. By examining the responses given to questions related to the sixth hypothesis, stimulate interest in the effectiveness of outdoor advertising has a significant relationship, we conclude that the insurance companies Advertising the effectiveness of outdoor advertising has been effective So we can say that the sixth hypothesis is accepted. Hypothesis by examining the responses given to questions related to the seventh, pushing a shopping significant relationship with the environmental effectiveness of Advertising, We conclude that the insurance companies Advertising the effectiveness of outdoor advertising has been effective. So we can say that the seventh hypothesis is accepted. The following recommendations with regard to the results of hypothesis testing are discussed.

- The first hypothesis, because clients believed Advertising billboard and bus advertising models are very effective in attract attention. Therefore recommended insurance companies of this type, the more Advertising they used to. And another function of the Advertising is more effective than advertising in other words, oral or advertising is word of mouth advertising because every customer is satisfied with the services of others to their satisfaction and they are willing to buy.

- The second hypothesis, obviously a very effective Advertising is to inform and attract an audience Therefore recommended that the use of various design, lively colors, and the use of different advertising slogans can be very effective in generating customer interest to act.
- The third hypothesis, other factors that can be effective in Advertising to attract customers is by experienced marketers Therefore recommended that the person talking with customers and provide marketers with the terms and conditions and benefits to persuade them to purchase customers to take action.
- The fourth hypothesis, in this regard is recommended that the insurance companies, the amount raised awareness of their services and then apply to the sale of its services, and also looking at customer satisfaction and confidence and ultimately their need to pay attention to the amount of dividends received.
- The fifth hypothesis, which suggests that in order to generate interest in corporate clients, billboard of Advertising, promotional and Advertising bus models will have different colors and designs.
- The sixth hypothesis: in this context is suggested that the willingness of customers to stimulate private insurance companies to use ads that identify customer needs and in order to stimulate customer demand and they can walk to shopping.
- The seventh hypothesis: Most advertising can be effective Advertising media (TV) is. It is suggested that awareness of these services also went up more customers to buy services for insurance companies to take action.

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