

Investigate The Effect of Advertising On the Attraction of Bank Resources with Regard to The Mediating Role of Emotional Factors (Case Study of Tose'e Ta'avon Bank of North Khorasan)

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Abstract: *In the present study, the relationship between advertising and attracting financial resources of the bank has been investigated with respect to the role of mediating emotional factors in Tose'e Ta'avon bank of Northern Khorasan province. In this research, the independent variable is the "advertisement" and dependent variable is "financial resources" and moderator variable is "emotional factors". The research method used in this research is descriptive-survey based on correlation and from the point of view of purpose is a functional and from the perspective of the time is cross-sectional. The present study has two statistical societies; the first statistical population is consisted of the all employees and managers of the branches of Tose'e Ta'avon bank of Northern Khorasan province (55 people) and sample size is 55 people based on the census and the second community consists of the customers of the Tose'e Ta'avon bank of Northern Khorasan, with a sample size of 385 people. Sampling is from type of the simple random and in order to gathering information in the literature section has been carried out a study of library studies and in the research indices section has been used from questionnaire. To analyze the collected data, were used the analytical statistics in descriptive and inferential statistics. Initially, by using descriptive statistics were obtained a cognitive status and demographic characteristics of the respondents and then, the research model has been fitted with help of the structural equation modeling technique. The obtained results of the research showed that advertising is effective in attracting financial resources. Also, emotional factors will have no moderating effect on this relationship.*

Keywords: *advertisement, financial resources, emotional factors.*

INTRODUCTION

The attraction of resources is one of the key goals of the banking and financial institutions and play a special role in providing services to banks and is an important indicator in assessing the success rate of banks. At present, financial institutions and banks in our country have not provided a program for attracting financial resources and diversifying services, and the similarity of banking services with each other in different band is a reason to the validity of this claim. In today, competitive markets, attraction of financial resources is the most important goal of any financial institution. hence, in the not-too distant future of banks and financial institutions in Iran, in order to approach to global standards, there is no option both to address the factors that lead to optimal resource absorption [1]. The equipping resources have always been the main task of the banking system. Banks collect the surplus funds and by giving loans to applicants play their traditional role of mediation between depositors and borrowers. the attraction of financial resources is very important in the

activities of a bank, because success in this field can be a factor for success in other fields and attracting financial resources for each bank and the banking system is related both to organizational external factors and internal factors, therefore, recognizing these factors and the impact rate of each of them is important for success in this field. Marketing mix represents the main activities of marketing managers. Marketing managers after selecting a target market must develop a systematic program for sales to customers and build long-term relationships. In the marketing mix, advertising can play a unique role in several forms; the company can through advertising, at a very low cost, access to a large number of dispersed customers at different geographical points. Promoting allows to seller that them to repeat the massages several times and for the buyer to create an opportunity to compare the advertising massages from competing companies. As advertisements have a generic and general nature, consumers will include the advertised products as standard and reasonable products. Extensive advertisements can provide valuable insights about greatness, reputation and success of the seller's vendor to the buyer. Serious attention to service management and marketing can bring new evolution in banks. Some disappointments results from the lack of awareness and negligence of those who are weak in service management, audience understanding and responsiveness to their needs [2].

Statement of the problem

In Iran, banks have faced a major dilemma in attracting customers; consequently, they decrease their deposits duo to the increasing number of banks and provision similar services. On the other hand, systems like the banking system are very sensitive to marketing behavior. Marketing in banks begin with increasing resources on the hand and increasing demand for facilities on the other hand. The role of banks in attracting resources has been so coherent with the greed and social cohesion of societies that now after a hundred years of the banking system's life, this system has become a vital part of the system, as the role of the banking system is undeniable as a mainstay of sustainable development. Therefore, in this competitive environment, banks must have the right planning to provide their advertising in order to maintain market share or increase their share of the market. Unfortunately, in Iran much attention is not paid to the effectiveness of advertising, duo to the modernity of the advertising industry, the lack of sufficient information and the lack of familiarity of the managers with the patterns and models of evaluation of the effectiveness of advertisement and the lack of applied examples in this regards [3]. Advertisement caused the changes in the attitude, knowledge and behavior of the audience. Awareness, encouragement, encouragement, reminders, consolidation of relationship and accelerating and promoting exchanges are the various tasks of advertisings that by examining the effects of advertisements and its relation with organization goals can be provide some changes in advertising budgets till content of massages shapes and type of media and communication channels and even the time and conditions to make advertisements is be more useful and effective than the past. [4]. But the important problem is that banks have turned to using the massive advertisements to introduce the services with respect to their strong competitive structure. As the effects of different advertisements on different people are different, it is essential for banks to have an impact on their awareness, encouragement of their use of products and services and ultimately their attraction to banks deposits. In other words, if banks can measure the effectiveness of their advertisements, they can perform better in the future which this in return can be considered as a competitive advantage for banks. Therefore, this research seeks to answer to this question whether advertisements is affecting the attraction of bank responses duo to the mediating role of emotional factors?

Importance and necessity of conducting research

The prosperity and progress of each country's economy depends on the growth of its monetary and financial markets. Banks have important functions in the economy that collecting and absorbing all kinds of deposits and allocating them to meet the financial needs of economic activities is one of the most important banking operations and banks with having a large part of the circulating funds play a very important role in any economic system and they have a significant influence on the regulation of the economic relations of the community. Banks, with their credit operation provide the transfer of resources from person who are not directly interested or able to participants in economic activities to those who need to capital to carry out economic affairs and thereby increasing the country's production and by increasing the production facilities the level of employment in the society will be enhanced and on the other hand by increasing the prices of goods and services in a balanced economy provide the price reduction condition and with the increase of production facilities is enhanced the level of employment in the community and on the other hand, by

increasing the prices of goods and services in a balanced economy caused a reduction in prices. In other words, banks through the creation of facilities for investing in manufacturing affairs play a significant role in increasing investment and thus accelerating the economic growth of the country. At present the main problem in the monetary and banking system is the financing of funds and then how it is distributed in different sectors of the economy and among economic actors as well as the routes in which the volume of money flows into the banking system and circulates it. with regard to the task of the banking system in equipping its financial resources and its optimal allocation in the economic system, the banking system in its equipment and allocation funds and in a more efficiently competitive manner can be seen to reduce the production costs, improve the employment and economic growth, otherwise, it will lead to waste of resources and rise of the economic recession. Due to the impotence of this issue as well as familiarity with the performance of banks in this regard, the step has been taken to the banking system till with carefully examining and using available figures provide an aware from the impact of ads on deposit withdrawals, thereby becomes banking system more efficient. According to the stated content the research objectives can be presented as follows:

- 1- Investigate the relationship between advertisement and attracting bank resources.
- 2- Investigating the role of emotional factors moderating the relationship between advertising and attracting financial recourses.
- 3- Identify the most important and least effective factors affecting on the advertising of the bank.
- 4- Identify the most important and least effective factors in attracting bank resources.

Research hypotheses

- 1- There is a significant relationship between advertising capability and attracting financial recourses
- 2- Emotional factors in the relationship between advertising and attracting bank recourses have a significant impact.

Theoretical definition of variables

Advertisements

A systematic process of providing the relevant information about goods and services to customers and persuading the consumers to buy goods and services effectively, words and phrases “ methodological, appropriate information “ and “ effective persuasion and conviction “ all refer to the planning process in the advertising process. Planning in advertisement also requires a real understanding of the behavior of customers, in particular the behavior of consumers and other relevant and important components in the market (goods and services, competitors and the market environment), or in other words, marketing research, as well as is the types of tests and evaluation that form the constitute the bulk of “advertising research “. The primary purpose of advertisement, first of all, is to creation an idea image of the sign of goods and service in the minds of the target audience (the general directorate of commerce).

Equipping and attracting financial resources

In modern banking, there are several components that effect on the process of equipping the bank and institutions of financial resources. Identifying and determining the extent of the impact and the type of linking these components with the success of banks in equipping monetary resources are important issues. Today, the conditions and situations of financial institutions and banks are not the same and possible factors affecting on the equipping monetary resources may be different even for each branch of a banking group [5].

Emotional factors

Emotional factors are the severity of the links that occur between the personalities of the individual with brand. In connection with the theory of dependence this link is illustrated through a graph of mental or mental presentation which includes thoughts and feelings about the brand and its relationship with personality.

Operational definition of variables

Advertisements

In the current review, all actions are taken through mass media, visual and auditory to promote the bank's services.

Equipping and attracting financial resources

In the present study, the purpose of this important is all actions that lead to the attraction of financial resources which are referred to as 13 items.

Emotional factors

In this review, the purpose of this important is to measure the overall reaction pf individuals to advertising which has been examined from both: positive "and "negative "dimensions

Research model (researcher made

Research method

The aim of the present research is from type of the applied researches. The aim of this research was the development of applied knowledge in field of the effect of advertisement on the attraction of bank resources with the moderating role of emotional factors in the bank for Tose'e Ta'avon bank branches of Northern Khorasan province therefore, it can be claimed that this research was introduced into the field of applied research. Based on the data collection method, the research is descriptive – survey research that its purpose is to describe and explain the specific aspects of a situation and in other words is to describe the component in the investigated phenomenon. Also, with regard to this fact that the information obtained from the sample is collected at a specified time, of course this important issue can be introducing in form of cross- sectional research. In terms of data reliability also, this research duo to the limited research and use of the hypotheses is considered non- exploratory research.

Statistical society

The target community in the forthcoming review on the one hand is the clients of the Tose'e Ta'avon bank (advertisement and emotional effects) and on the other hand is the managers and employees of the branches of the bank (effective strategies for attracting financial resources) in the Northern Khorasan province.

Sample size and sampling method

Sampling involves selecting a percentage of a community and its representative. In this research has been used the simple random method to sampling.

In this study, we deal with two statistical societies and since the number of employees of the Tose'e Ta'avon bank is 55 people therefore they have used from census instead of sampling and at the same time, according to the following relationships the number of sample customers of the bank has been determined by approximately 358 people and the formula for determining the sample size with a unlimited society is:

$$n = \frac{Z^2 \times \frac{s^2}{2} \times \alpha Z}{D} = \frac{(1.96)^2 \times (0.25)}{(0.05)^2} = 384.1$$

Z: the confidence level on the sample coefficients (95% confidence level, 1.96)

N; sample size z

D; based on the error level is equal to 0.05

s^2 ; prototype variance

Methods and tools for data collection

In this study, the first literature review was carried out to collect data and then standard and researcher-made questionnaires were distributed among the staff, customers and managers of the study organization.

Measuring tool

In order to achieve the goals of the research, the main tool is the three categories of questionnaires. In order to measure the effectiveness of advertising used from Aida,s standard questionnaire and to effect of advertising on emotional factors from the Welsh questionnaire and to absorption of bank resources by researchers made questionnaire with respect to the opinion of the relevant professors. Before the complete distribution of the tool, all three questionnaires were disturbed among 20 sampled individuals and the reliability coefficients were 0.72, 0.78, 0.77 and indicated that the questionnaires were valid.

Also, the main approaches adopted are the using of the two concepts of structural equation modeling with the emphasis on verifying the supporting factor analysis as well as to study of the role of emotional relationship between advertising and attracting bank resources have been used from subgroup method.

Tools used in data analysis

To analyze the data obtained from the questionnaires in order to design and explain the model, the SPSS, Excel, and Lisrel software packages (version 8.5) were used. The SPSS software is an effective tool for analyzing data from field surveys that was used to explain the reliability of the questionnaires and the relationship test and the effectiveness of the moderator variable. Excel software was used to enter data and provide descriptive information. Lisrel software was also used to perform confirmatory factor analysis, calculate and verify the construct validity and fit the proposed model.

Demographic description (descriptive statistics)

Bank staff

Age

The following table and charts explain the gender of the respondents.

Percent	Number	Age
12/72727	7	More lees than 30
36/36364	20	Between 31 to 40
32/72727	18	Between 41 to 50
18/18182	10	Above 50
1	55	Sum

Work record and background

Percent	Number	Activity history
21/81818	12	1 – 5
34/54545	19	6 – 10
18/18182	10	11 – 15
16/36364	9	16 – 20
9/090909	5	Up to 20
100%	55	sum

Education

The following table shows the distribution of respondents based on the degree of education.

Percent	number	Degree of education
5/454545	3	Diploma
12/722727	7	Associate degree
63/63636	35	Bachelor
18/18182	10	Master's degree and higher
100	55	Sum

Organizational position

The following table shows the distribution of respondents based on their organizational status.

Percent	number	Degree of education
12/72727	7	Branch manager
52/72727	29	Deliverable
21/81818	12	Expert
12/72727	7	Branch deputy
100	55	Sum

Customer's age

The following table and charts explain the age of the respondents.

Percent	number	age
17/85714	68	Leeser than 30
34/28571	132	Between 31 to 40
25/85714	108	Between 41 to 50
20	77	Up to 50
1	385	sum

Sex

The table below shows the gender distribution of respondents.

Percent	number	Activity history
59/28571	228	Male
40/71429	157	Female
100%	385	Sum

Education

The following table show the distribution of respondents based on the degree of education.

Percent	numbers	Degree of education
14/28571	55	diploma
22/85714	88	Associate degree
48/57143	187	Bachelor
14/28571	55	Master's degree and higher
100	385	Sum

Reliability test of research instrument (questionnaire)

The value of the Cronbach's alpha test of the total questionnaire of advertising effectiveness questionnaire is

0.795, which indicates a very good reliability of the measurement tool. All items are necessary to measure the effectiveness of the advertisement and will not increase by eliminating any amount of alpha. Also, the Cronbach's Alpha questionnaire for the two questionnaires of emotional factors and attracting financial resources by the bank was 0.78, 0.84, which is indicative of an acceptable reliability of the research tools.

Testing hypotheses

Hypothesis 1: "There is a significant relationship between advertising and attracting bank resources."

Based on the results of the fitted model in a meaningful state, and given that the T level is more than 1.96, the assumption of a significant relationship between advertising and attracting financial resources is confirmed. Also, on the basis of this, all four factors of advertising are related to this issue, while at the same time, among the factors affecting the attraction of financial resources, all the items have a significant relationship with this important.

Second hypothesis: "Emotional factors influence the relationship between advertising and attracting banks' funds."

To test this assumption the correlation concept in particular the Pearson correlation coefficient has been used. Accordingly, the level of correlation between advertising and attracting financial resources on the one hand, and emotional factors and attracting funds from the other side will be measured; further, the results will be presented.

Solidarity between advertising and attracting financial resources

Correlation test

		advertisements	Financial resources absorb
Advertising	Pearson Correlation	1	280
	Sig. (2-tailed)		0000
	N	385	385
Financial resources absorb	Pearson Correlation	280	1
	Sig. (2-tailed)	0000	
	N	385	385

Previously, the relationship between advertising and the attraction of financial resources was confirmed by the bank; however, according to the above test, the amount of solidarity and straightforward is considered

Correlation between emotional factors and financial resources absorb

Correlation test

		advertisement	Financial resources absorb
Advertisement	Pearson Correlation	1	0.081
	Sig. (2-tailed)		0.267
	N	385	385
Financial resources absorb	Pearson Correlation	0.081	1
	Sig. (2-tailed)	0.267	
	N	385	385

According to obtained results, the relationship between emotional factors and attracting financial resources is rejected (meaningful value is more than 0.05); therefore, it is possible to assume the influence of emotional factors on the relationship between advertising and attracting financial resources by the bank also is rejected.

Results of research data

The first hypothesis is that "there is a significant relationship between advertising and attracting bank resources". Of the other components, attempting to buy audiences can affect the effectiveness of advertisements. On this basis, it is better for the bank to emphasize the following for more effective advertising:

1. The advantages, added value and potential benefits of purchasing a service in advertised content should be considered.
2. it's better to use celebrity advertisements such as heroes and artists.
3. The advertisement should be provided as far as possible so that the audience is sure that the bank is competent to provide better services.

The second hypothesis: "The emotional relationship affects the relationship between advertising and attracting financial resources is not accepted." Since the correlation coefficient between emotional relationships and attracting financial resources is more than 0.05, it can be claimed that relations Emotional will not modify the relationship.

Research limitations

1. The present research is carried out only at the level of Northern Khorasan Province, and therefore its results cannot be extended to other provinces.
2. One of the main challenges facing the present study is the time limit explained, as follows from some of the suggestions provided by this important issue.

Practical suggestions

According to the results of the first and second hypotheses, it is suggested that a detailed program be developed to improve the attractiveness of bank resources.

According to the first hypothesis, the relationship between advertising and attracting financial resources has been approved. Therefore, it is appropriate to take steps to take into account and emphasize on factors such as doing things in order to make the bank's advertising more effective in order to improve the attraction of bank funds. At the same time, it is better to put the priority of the action in order to make the advertisement more effective according to the coefficients of determination. On this basis, it is suggested:

1. In advertising, more emphasis is placed on the benefits of distinct banking services.
2. Based on the results obtained used from famous people in advertising.
3. The merit of the continuous bank will be emphasized by the advertiser.
4. be creative the advertisements
5. The presence of the bank on the sidelines of the cultural, sports campaigns and promote of various online accounts and various bank services

Propose for future research

1. Investigate the role of advertising in attracting other banks' funds and comparing the results with the results of this research
2. Investigate the relationship between marketing dimensions and attraction of bank resources
3. Examining barriers to attracting financial resources
4. Rating the factors effecting on promoting the effectiveness of advertising using operational research techniques

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