To Investigate Factors Affecting Brand Advertising Success
(Case Study: Faraz Advertising Company)

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Abstract: *With the increasing spread of products and a variety of brand names, diverse factors influenced the success of the Ads (advertisement). The purpose of this study is to discover the relationships between these variables using the Structural Equation Modeling (SEM) method. This research is based on the applied purpose and descriptive-survey method. The statistical population of this research is the staff of an advertising company in the province of Tehran. 100 people were selected by random sampling method. To assess validity of the questionnaire, the content validity and construct validity was used, and based on the results of structural equation modeling the relationships between the variables of this research have been confirmed. According to the results, advertising message and creativity, media selection, market research, competition, market share, uniqueness, relationship with customer are significantly related to the success of brand advertising. The findings of this research lead to a better understanding of the advertising and marketing communication mechanisms, which is an acceptable basis for increasing the performance of advertising companies.*

Keywords: *Brand, Brand Image, Advertising, Structural Equations*

INTRODUCTION

With the advancement of science and the spread of humankind life, diverse products and brands have been formed to meet the growing human needs. Thus, the owners of the providing products to the customer should be able to determine their exclusive brand names for their products (Huang et al., 2012).

The top brands in the world are looking for advertising agencies (Jha et al., 2016), which is capable of introduction the product with the proper design and matching of the message with the company's strategies and goals, and making the consumer buy it. This issue is while given the number of successful brands in the world, this issue is of particular importance, as today the message delivery method is more important than itself (Fruchter et al., 2011). Iran, as one of the most powerful Middle East industrial hubs (poles) in agricultural and food products, oil and sometimes textiles, has been able to record unique brands both inside the country and in neighboring countries. Economic and technological development has broadly changed the role of advertising in Iran. Similarly, competitors can easily access each other market information and thereby develop their products, such a position can transfer the brand exclusive aspect to brand experience (Baker, 2017). Therefore, brand advertising is often used to create customer experience and emotional response to specific brands (Swami et al., 2010). Among the methods of advertising to consumer, TV, the best communication medium is with a very high number of consumers, but the negative point of this

communication device is its high cost for the brand owner (Patsioura et al., 2009). However, customer attraction is not easy to do, as many consumers consider advertisements to be tedious and time-consuming, and they tend to turn to foreign brands day to day (Bach Jensen et al, 2007). On the other hand, considering the economic situation of the country and the rise in the price of the currency, a high percentage of the market share tends to buy lower-priced products, which requires the attention of the advertising agencies and employees to design a message that both sides of the spectrum of consumer purchasing power include and absorb both groups (Briggs et al., 2016). Considering the above points, the need to develop strong brand differences and strong brand personality.

According to the aforementioned necessity, the purpose of this research is to examine the relationship between advertising of successful brands with various factors such as message creativity, media selection, market research, competition, market share, product uniqueness, and the relationship between organization and employees, as well as the lack of a comprehensive study in this field in Iran, therefore, this paper seeks to explore and investigate the relationship between the constructions.

An overview of the research literature:

Brand

According to the definition of the American Marketing Association, the commercial brand is the name, phrase, symbol, design, or combination of these (Chae et al., 2015). The goal is to identify the goods and services from a vendor or a group of vendors and distinguish them from each other in economic competitions. Technically, the brand is a new name, logo or new symbol for the product (Kotler et al., 2006).

David Aaker considers the commercial brand to be a symbol that has been linked to a large number of assets and mental commitments, and is aimed at identifying and differentiating products (Aaker, 1991).

Brand image

Anything that is directly or indirectly related to brand in the customer mind say brand image (Chen et al., 2017). When a brand name is heard, many things come to mind. These associations can be from the product category and use and application to the lifestyle, personality and brand symbol. When a brand has an image, most target audiences have identical or interrelated images (Seo et al., 2018). For this reason, brands try to create associations that stimulate positive emotions and then transfer these feelings to the brand. A brand image is an asset that has a significant impact on the purchase decision. (Yadav & Zillur, 2017).

Consumer social and psychological studies state that people have a feeling management is being stimulated in social events, and that brands are used to create a desirable image (Cobb et al., 2016). The mental and emotional judgments of employees in relation to the organization are also reflected from the value of the brand (Robert et al., 2007). Employees obtain the knowledge of their organization directly through the experiences, beliefs and feelings, the mental attitudes and ways in which people outside the organization speak about their organization. Perceptions of the personality of the organization can be shared with a particular structure by both internal and external stakeholders (Laroche et al., 2017). Keller combines four identified sources for brand value (loyalty, associations, perceived value, brand awareness) into two categories of brand awareness and brand image (Sang-Linet al., 2008). Keller brand image includes: 1- Application display, 2- Use and purchase position, 3- Personality and value, 4. History, legacy and experience (Kotler et al., 2006). In fact, the brand value of the whole image of the brand that it is achieved by perceived associations by the person (Seo et al., 2018). Therefore, insisting on a positive mental image based on core values and other values that distinguish a brand should be at the top of each company's priorities (Aaker, 1997). It should be noted that the organization's image has two main components: functional and emotional (Gaston et al., 2001).

In the commercial markets, brand image plays important roles, especially where making the distinction is very difficult (Anka et al., 2007). Strong brands to create and reinforce this distinction never give up or refuse

their principles, as employees, like consumers, use brand names as a guideline (Kotler, 2006) to find out the quality of activities, the way social identity is created, the recognition the degree of job stability and the way they create their own professional reputation (Miller, 2006). In fact, organizations, with the help of superior business names, have gained a reputation among potential employees and, consequently, attracted the best and most efficient forces. They keep (Roshanak et al., 2011). Having a superior brand name is the best reflection of the positive culture within the organization and helps in attracting the most appropriate options to the organization. The brand name is a clear reflection of the sense of utility and targeting of organizations (Grover et al., 2017). The probability of survival and their stability in the organization is higher when employees are convinced of the goals of the company. In addition, strong brand names make employees more committed to the organization by creating a sense of pride and loyalty among employees (Miller, 2006). Peter Senge also says: Creating a common image will create a sense of long-term belonging (Senge, 2005). In order to identify and understand the concept of brand image, customer attitude and belief must first be investigated. Attitude, belief is achieved through learning action. When consumers receive a message from the management and the organization, they place this message as an image in their mind (Keller et al., 2017). On the other hand, customers make a mental image based on their direct experience of buying and using the brand (Kelly et al., 2017). The problem occurs when there is a difference between these two images that the brand marketers' task is to solve it (Mcenally et al., 1999).

The brand image is based on their beliefs about a particular brand from customers' viewpoint, these beliefs based on his perception of the features of the product or service. When the organization arrives at a specific image of the image it wants to convey, and confirms that it can provide itself on the basis of this image; it must then trace public perceptions. Some researchers have put forward the following for a brand image in their research:

- Brand image is a process identified by the consumer.
- Image of the brand is a broad inferential process and a topic based on consumer perception and interpretation. And continues through rational or emotional imaginations.
- Brand image is an intrinsic factor that forms in physical, technical and functional processes by appropriate marketing actions.
- Where the image of the brand plays an effective role, understanding the reality and the nature of it is more important than reality itself. (Seo and others, 2018).

Advertising

Advertising is defined as any presentation and supply of ideas, goods or services from a propaganda unit, individual or institution that involves the payment of costs. But in the meantime, there is an effective propaganda that can attract the attention of the audience, has a memorable effect, and stimulate the buying action of the audience and awaken sensory understanding of the audience (Roshanak et al., 2011).

The effectiveness of advertising in a specific scientific pattern according to The advertising goals are explained and the degree to which the ordering provider achieves its goals and has a planning and research phase, including determination of the goals, allocating funds, making decisions about the message and the media, and comparing them with predetermined goals. (Fallah, 2004).

Important steps in this type of process are conducting research to determine the impact of advertising on audiences, in which factors that are more effective in promoting the effectiveness of advertising, will obtain (Golchin Far and Bakhtiy, 2004). Confronted with resource constraints in organizations and companies, the differences made between yesterday's consumer attitudes and consumer expectations with today's consumer, and the current competitive market and many other factors in the today world have been caused more and more importance to effective advertising (Kimpakorn et al., 2016). Therefore, there should be some factors in advertising that can purposefully transmit the message to the present audience and engage the trained mindset, also contain its effective indicators (Lahiji, 2004).

The reflection of advertising costs as the expense in the occurrence period may not provide the financial statements properly and cause misleading users. Because it should be the future effects of advertising and research expenditures and development is measured because these current expenditures have specific effects on market value. If the problem of assessment of investment for the advertising in the capital markets could be solved, the debate about how these annual reporting costs would be addressed by companies was eliminated (Swami et al., 2010).

The conceptual model of the research

The seven main indicators affecting the success of the advertising that has been investigated in this research are advertising message and creativity, media selection, market research, competition, market share, uniqueness, customer relationship. The following is explained in detail in each one. Considering the necessity of the indicators mentioned in the success of advertising, this research studies the impact of these components on the success of advertising in an advertising company. Accordingly, the following theoretical model is presented below:
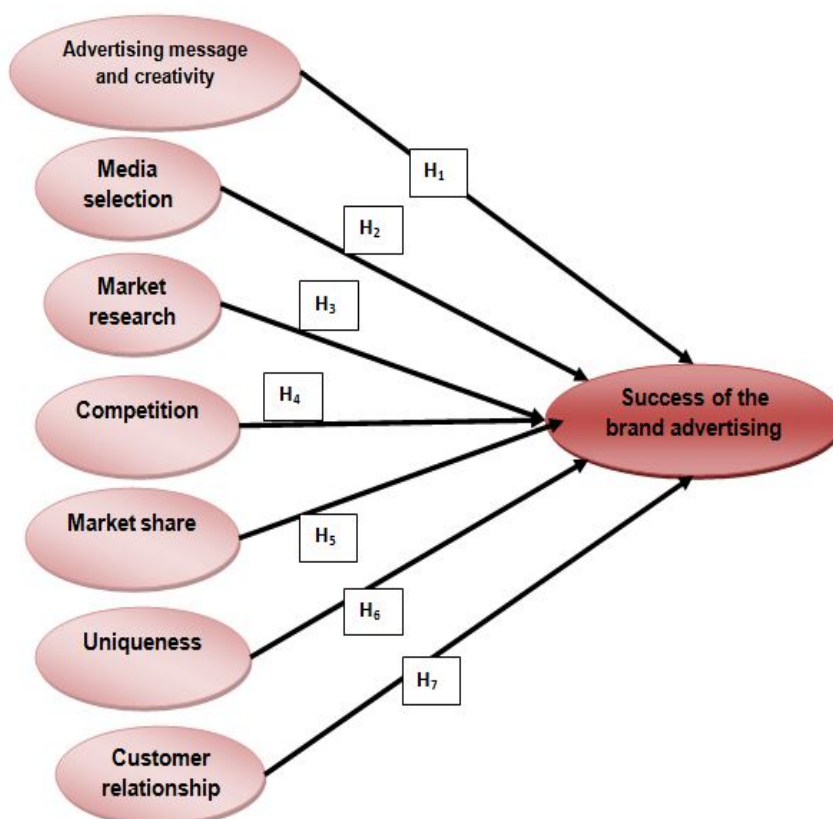

Chart 1. The conceptual model of the research
Source: Tai (2006)

Research hypotheses

With regard to the materials mentioned in this study, seven general pre-assumptions have been considered, which, using statistical analysis of these pre-assumptions are approved or rejected, which will be referred to during the research. In this research, its hypotheses are:

H1: The message of advertising and creativity are significantly related to the success of brand advertising.
H2: Media selection is significantly related to the success of brand advertising.
H3: Market research is significantly related to the success of brand advertising.
H4: Competition has a significant impact on the success of brand advertising.

H5: Market share is significantly influenced by the success of brand advertising.
H6: Uniqueness of production has a significant effect on the success of brand advertising.
H7: Customer relationship significantly affects the success of brand advertising.

Methodology:

The present research is in terms of the objective, applied and method's viewpoint is correlation. The statistical population of this study obtained to determine the sample size according to Cochran formula with t = 1/96, d =. / 1 and maximum variance among the variables of research was 120. Totally, 110 questionnaires were used in the statistical population. The distribution of 100 questionnaires was collected. The findings of this study were based on the results of the responses.

For analyzing the data, descriptive statistics and inferential statistics were used. For this purpose, SPSS 18 software with scaling feature was used for research variables. Data were analyzed by software AMOS 18. In designing the questionnaire questions, the necessary accuracy was done so that the questions were sufficiently simple and clear. Validity and reliability are two crucial aspects of the research, in each one, percentage error occurs that is inevitable but can be reduced. Validity refers to a domain or range that a particular research method measures exactly what the researcher is looking for. An Reliability refers to the stability and steadiness of the outcomes of a research, that if the same sampling, questions, and analytical tools are used repeatedly, we achieve the same results. Demographic features are presented in Table 1.

Table 1. Demographic features

Feature Description		percentage	Feature Description		percentage
Age	20-30	7	Education	Bachelor	70
	30-40	43		Master's degree	26
	40-50	50		PhD	3
Gender	Male	52			
	Female	48			

Validity confirmation has been done formally and contently. Questionnaire questions investigated by five managers and specialists also number of and academic professors, and questions that had external and conceptual forms, corrected and finally their validity were confirmed. In order to determine the reliability of the consistency reliability method, that the Cronbach's alpha coefficient of the 0/88 questions showed the appropriate reliability of the questionnaire. The Cronbach's alpha of the other variables is shown in Table 2.

Table 2: The Cronbach's alpha of the other variables

Variables	Cronbach's alpha
Uniqueness	0/64
Competition	0/87
Customer relationship	0/83
Market research	0/79
message creativity	0/81
Media selection	0/82
Market share	0/78

In this research, for analyzing the hypotheses, the path analysis test was used and to examine the general fitness of the research model, structural equation modeling was used. In the modeling of structural equations, on the one hand, the degree of adaptation of the research data and the conceptual model will be examined that whether it has appropriate fitness, on the other hand, the significance of relationships in this fitted model is tested. Appropriate fitness indexes include χ^2/df, RMSEA, GFI, AGFI, NNFI (TLI), NFI, CFI, and IFI. According to these indices, a model has a suitable fitness that χ^2 has less than 3 as comparison with

degrees of freedom (df), RMSEA less than 10%, GFI, AGFI, NNFI (TLI), NFI, CFI and IFI values more than 90% and the PNFI value is greater than 50%.

Results

After investigation and confirmation of the measurement patterns in first step, in the second step, the path analysis has been used to test the hypotheses. Table 3 presents the general indexes of path analysis fitting.

Table 3: General Indicators of fitness the conceptual model of research

Indicator Name	χ^2/df	GFI	AGFI	NNFI	NFI	CFI	IFI	PNFI	RMSEA
Final Model	3,74	0,987	0,931	0,947	0,971	0,914	0,945	0,774	0,041
Accepted Fitness	<3	>90%	>90%	>90%	>90%	>90%	>90%	>50%	<10%

According to the above, it can be concluded that the general indices show a good fitness of the pattern by the data, or in other words, the total data Well-supported pattern.

After investigation and confirmation of the pattern, for the purpose of testing the hypotheses significance, two partial indicators of Critical Ratio (C.R.) and P were used. The Critical Ratio is the amount obtained by dividing the "the estimation of regression weights" into "standard error ". Based on the significance level of 0.05, the critical ratio should be more than 1.96. Less than this, the relevant parameter in the pattern is not considered significant, and also values less than 0.05 for P value indicate a significant difference between the calculated values for regression weights with zero value at the confidence level of 0.95. The hypotheses along with the regression coefficients and the values of the partial indices for each hypothesis are presented in Table 4.
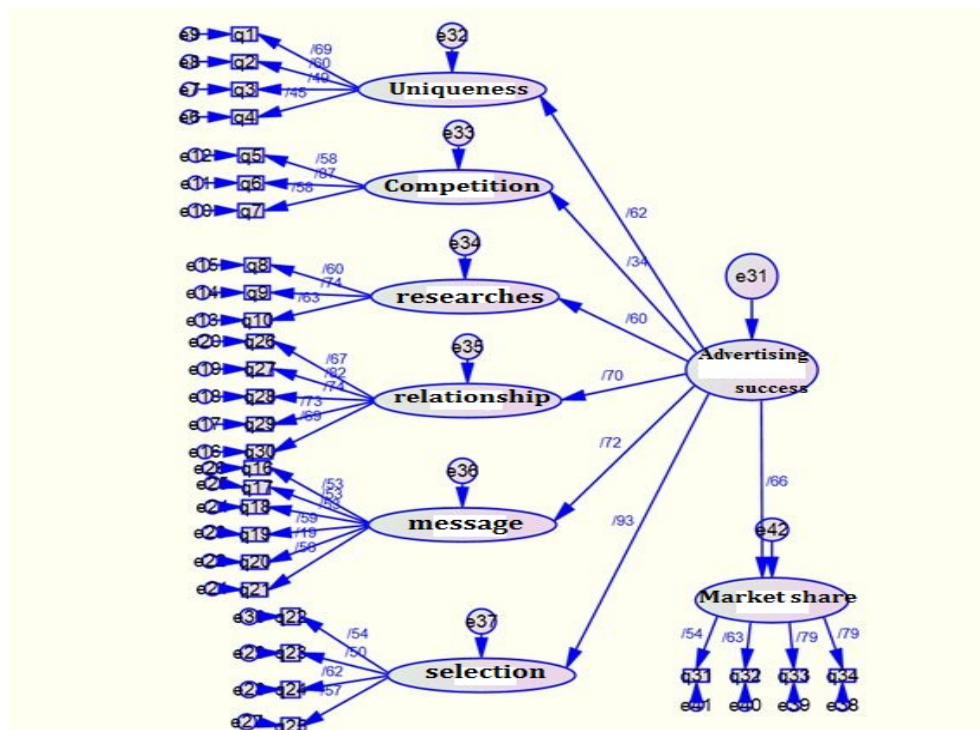

Figure 1: Structural Equation Modeling

H1: The message of advertising and creativity are significantly associated with the success of brand advertising.

The standardized regression coefficient for this hypothesis is 0.72, which with P related to this regression coefficient that is smaller than 0.05, it can be concluded that this hypothesis is confirmed with a confidence of 0.95. Also based on the value of the critical ratio equal to 4.89 and in other words, can be said that the message of advertisement and creativity is significantly related to the success of brand advertising.

H2: Media selection is significantly related to the success of brand advertising.

The standardized regression coefficient for this hypothesis is 0.93, which with P related to this regression coefficient that is smaller than 0.05, it can be concluded that this hypothesis is confirmed with a confidence of 0.95, also based on the value of critical ratio which is equal to 5. 804, that is, it can be said that the selection of the media significantly brand advertising success is relevant.

H3: Market research is significantly related to the success of brand advertising. The standardized regression coefficient for this hypothesis is 0.60 which with P value for this regression coefficient less than 0.05, it can be concluded that this hypothesis is confirmed with confidence of 95%, also based on the amount of critical ratio that it is equal to 4.75, in other words, it can be said that market research is significantly related to the success of brand advertising.

H4: Competition has a significant effect on brand success.

The standardized regression coefficient for this hypothesis is 0.34, which with P value for this regression coefficient less than 0.05, it can be concluded that this hypothesis is confirmed with confidence of 95%, also based on the amount of critical ratio that it is equal to 3/936, in other words, it can be said that competition is significantly related to the success of brand advertising.

H5: Market share significantly influences brand success.

The standardized regression coefficient for this hypothesis is 0.66, which with P value for this regression coefficient less than 0.05, it can be concluded that this hypothesis is confirmed with confidence of 95%, also based on the amount of critical ratio that it is equal to 4/45, in other words, it can be said that market share is significantly related to the success of brand advertising.

H6: Uniqueness of production has a significant effect on brand success.

The standardized regression coefficient for this hypothesis is 0.62 which with P value for this regression coefficient less than 0.05, it can be concluded that this hypothesis is confirmed with confidence of 95%, also based on the amount of critical ratio that it is equal to 4/69, in other words, it can be said that uniqueness is significantly related to the success of brand advertising.

H7: Customer relationship significantly influences brand success.

The standardized regression error for this hypothesis is 0.70, which with P value for this regression coefficient less than 0.05, it can be concluded that this hypothesis is confirmed with confidence of 95%, also based on the amount of critical ratio that it is equal to 4/84, in other words, it can be said that customer relationship is significantly related to the success of brand advertising.

Table 4: Regression coefficients without variable paths

variable	paths	variable	Regression coefficient	Critical Ratio	P	Result
Uniqueness	→	success of brand advertising	0/62	4/69	0/03	Acceptance
Competition	→	success of brand advertising	0/34	3/936	0/00	Acceptance
Market Research	→	success of brand advertising	0/60	4/75	0/00	Acceptance
Customer Relationship	→	success of brand advertising	0/7	4/84	0/00	Acceptance
Message Creativity	→	success of brand advertising	0/72	4/89	0/00	Acceptance
Media Selection	→	success of brand advertising	0/93	5/804	0/00	Acceptance
Market Share	→	success of brand advertising	0/66	4/452	0/02	Acceptance

Discussion

With the arrival of new technology and after it equipment and devices for the advanced welfare is the basis for the introduction of different brands. As in the present era, in the various industries, thousands different brands with diverse characteristics have emerged, all of which are trying to take a high share of the market and place competitors behind the head. Given the high number of competitors, the need for the presence of advertising agencies is highly felt so that they can use creativity and careful planning by specialists and experts in the field of brand advertising in order to introduce appropriate brand well and attract market attention to it, as advertising continues, consumer loyalty can be brought to the organization. In this study, seven main hypotheses are considered, which according to the results obtained to each of these hypotheses is briefly compared with the research done and accepted and rejected. The first hypothesis, namely, the "significant impact of advertising messages and creativity on the success of brand advertising," reveals the positive and definitive impact of the hypothesis that it corresponds to Butler's study, which is a reason to confirm the above hypothesis, Butler pointed out that the specifications of production, the brand and the effectiveness of the repetition of advertisements affect brand awareness, advertising awareness and purchasing decisions, and advertisements will have the greatest impact when by new strategies introduce new features and benefits of the product. Concerning the second hypothesis, namely, "meaningful relationship between media selection with brand advertising success", the results show that choosing the right media, in line with the type of service brand and specific brand consumption market characteristics, has a direct relation, and it has a positive impact on it that with Murphy's and Maynard's study, based on the high impact (more than 59%) of the planning and selection of appropriate media, agrees and confirms the above hypothesis. The third hypothesis, referred to as the "meaningful relationship of market research with the success of brand advertising," suggests that, as the advertising agencies conduct more accurate, systematic and widespread research, the acceptance of brand advertising by more audiences has been accord with Hall study. With regard to the fourth and fifth hypotheses, namely, "the significant impact of competition and market share on the success of brand advertising, the results indicate that these two factors have positive impact on the success of brand advertising" so that whatever brand of product or service organization is a high percentage of customers has attracted, naturally with the presence of the product or new service and its introduction into the competition market will be welcomed more by the market because of the popularity of the brand. Similarly, whatever brand has been able to reduce the share of competitors in the market and add to its share of the attraction of a greater percentage of consumers to their product or service, and leads the success of advertising that is accordance with the study done by Blinger and Murphy. Finally, on the sixth and seventh hypotheses, namely, "the meaningful relationship between the uniqueness of production and the relationship of employees with the customer with the success of brand advertising," it can be admitted that the data suggest that the product's unique nature has considerable impact on the success of advertising, since a unique product in order to present and describe itself in the consumer market, it is necessary to introduce itself and compare it with its competitors, so that it can display its superiority to the similar products and provide valuable information to the consumer. Also, the right, sincere and energetic relationship of the advertising staff with customers gives them satisfaction and creates the context for the long-term connection of the consumer with the product, which is consistent with the study of Neil and Bat. Neil states that the effectiveness of advertising can be judged by increasing the number of consumers who prefer the product or service and also by assessing the value promotion of product and service by the manufacturer based on the customer's perception.

Conclusions and Recommendations

Based on the findings of the research, given the increasing competition between product and service providers (organizations), the key to the success of these units is to establish an accurate and consistent relationship between the customer, which is considered as the main capital of the organization, and the innovations of the

day, which is important except through effective advertising is not possible. Therefore, identifying vital elements affecting advertising can facilitate the process of transferring and introducing the brand to the consumer, and maximize market share. The results of the research show that the highest percentage of factors affecting the success of brand advertising is selection and creativity, and message and media are in the second and third places, which are worthy of consideration. Also, the competition with 7% and with considerable difference from the other affecting factors have the least impact on the success of brand advertising, which can be in part due to the lack of many rivals in the field of advertising organizations or the high power of the advertising company Faraz in brand advertising, which is certainly the factor has little impact on the success of brand advertising. Therefore, the managers of the advertising companies should be better introduce products and services on the market and achieve to the success of brand advertising through coherent and accurate research, the selection of appropriate media, the right time and creativity in producing effective advertising. Based on the results of the research, the following suggestions are recommended:

- In order to develop the customer-oriented process on the brand advertising, it is possible to strategically deliver customer-oriented services and integrate in the process of supply products along with creating value for the customer by producing new products and services and based on technology of the day strengthened this relationship.
- It is suggested that serious attention should be paid to company planning changes in customer preferences to new innovations based on environmental changes and competitors' strategies.
- Creating a chain set with external customers and internal through proper marketing of quality of the expected customer services ultimately lead to a general understanding of the value of customers and play a significant role in evaluating the performance of the organization, and it is the most important factor in profitability and organizational performance.
- Creating a suitable framework (financial and human) for entrance of the new innovations in the organization will accelerate the performance of the advertising organization and reduce the waste of time and money.

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