

IDENTIFYING FACTORS AFFECTING CREATING POSITIVE IN AUDIENCES' ATTITUDE TOWARDS TELEVISION ADVERTISING FROM ALBORZ AZAD UNIVERSITY STUDENTS' POINT OF VIEW

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Abstract

Due to the increasing development of business, advertising that is considered as one of its basic tools, has grown in importance. Meanwhile, factors that affect creating positive attitude towards advertising are important concepts which have attracted much attention. It is also an important issue for companies that their advertisements have effective and influential components. Positive attitude towards advertisement refers to overall feelings and assessment of people about advertisement. Television is considered as a mass media with larger audience comparing other advertisement media due to its unique characteristics in sending video messages to the farthest corners of the world; and it is of great importance because it has all the three influential components including sound, image and movement. Therefore, the present study aims to investigate and identify the factors affecting creating a positive attitude of audiences towards television advertising. In this study, "positive attitude towards advertisement" is dependent variable and affecting factors as independent variables include "explaining standards", "announcing superior marks", "religious factors in advertisement", "transparency of advertisement", "trust building in advertisement", "foregrounding advertisement" and "non-irritant advertisement". This research is a descriptive case study and the data is collected through a questionnaire by the researcher. And the results of this study emphasize the need for effective and influential factors in managing positive attitude of the audience towards television advertising. The present study's outcome leads to introducing a new model for measuring audiences' positive attitude towards advertisement of the national media of television.

Keywords: advertisement, positive attitude towards advertisement, effectiveness of advertisement, television advertisement.

Introduction

Ability of television advertisement is in persuasion and selling products, attracting more and effective attention of the audience, popularity of advertisement, increasing brand reputation, ability to make advertisement memorable, and the originality of them(Dehghan ,2008 ,p 151).

Hence ,considering the importance of audience attitudes to advertisement ,and the importance of television advertisement, in this study ,we seek to identify and then prioritize elements that could serve as effective and influential factors on positive attitude of audience towards to television advertisements . The study aims at identifying parameters influencing television advertising.

Statement of the Problem

After the Islamic Revolution, advertisement and commercials were not broadcasted through audiovisual media as today; since the managers' attitude was that one should not principally go toward television advertising. In fact attitude toward the ad was derived from the theories of capitalism and because ads lead society into consumerism, so commercial advertisement did not have any necessity. After some years, attitudes of managers towards commercial were adjusted and it was felt that advertisement could be provided with clear objectives and optimal results could be obtained. Regarding the significant role of television in societies and its application as the most important media and link between people and marketers who can introduce their goods and services and despite emergence of new phenomena in advertisement, its role is getting more and more in advertisements. There is no doubt that at present TV is one of the most positive public media in the world and in a sense it is known as the most expensive media. Due to its extremely high penetration rate among households and inexpensive access to a variety of programs to attract citizens, television is considered a desirable media for the owners of commercials and advertisements.

There is often obscurity about why television advertising is so expensive. It can be noted that although advertisement tariffs in television seem expensive , compared with other media (newspapers, billboards, etc.) in terms of penetration rate, geographic coverage, audiences' access, advertisement attractions, and finally the amount of audiences of advertisements, it can be concluded that advertising through television is not that much expensive.

Therefore, in order to determine the effectiveness of television advertising, investigating audience attitudes and factors that create and reinforce positive attitude in audiences is so valuable and significant.

Significance and Necessity

Today, manufacturing and delivering goods alone is not enough because developing activities have changed and attracting customers in a competitive environment is necessary. Advertising is considered part of a successful marketing and successful companies, particularly in exports field, in addition to improving the quality of their products, follow designing and using dynamic media with influential factors affecting the audience.

With technological developments in the last century, the media have had more and more penetration in families' living atmosphere. This penetration has now reached a point that even if we ignore the new generation who are always online, we see that the time people spend on paying attention to media is more than the time they spend working. Almost two-thirds of our waking hours in the day, about ten and half hours, is spent with the media (Humayun, 2007). However, with the arrival of new media and attracting a larger audience, television is facing with the risk of losing its share in advertising market. One of the main reasons for this decline is the lack of measures for assessing influence of advertisements through which advertisers can assess the effectiveness of their advertisements and have better planning. With respect to demand of advertisers for precise measurement of advertisements' impact, television executives should seek to identify and measure impact of various advertisement factors on attitude of their audiences or customers to maintain and increase their share of the

advertising market, (Humayun, 2007). Obviously the creators of television advertisements should benefit models, techniques, and a variety of attractions in structure of the television ads in order to attract attention, create interest, motivate and lead the audience to buy so that they manage their audiences' tendency since there is a decision making process in shopping practice that results from audiences attitude towards advertisement by which he/she decides on purchasing a product or service. Therefore, in this respect identifying affective and influential factors on management of audiences' positive attitude seems very important.

Objectives of research

The main objectives: The present study attempts to examine the attitude of society toward television advertising; and also investigates effectively components and elements that considering them leads to management of positive attitude in audiences in television advertising.

The Sub-objectives:

- Identifying indicators for assessing the effectiveness of TV advertisements.
- Understanding the influence of TV advertisements' features on the effectiveness of them.
- Investigating effect of introducing and showing obtained signs on television advertisements on positive attitude of the audience.
- Investigating effect of introducing and showing obtained standards on television advertisements on positive attitude of the audience.
- Investigating effect of religious factors in television advertisements on positive attitude of the audience.
- Investigating effect of transparency of television advertisements on positive attitude of audience.
- Investigating effect of trust building of television advertisements on positive attitude of audience.
- Investigating effect of foregrounding of television advertisements on positive attitude of audience.
- Investigating effect of non-irritant television advertisements on positive attitude of audience.

Research questions

The Main Question:

What factors are effective and influential in creating a positive attitude in audiences towards television advertisement?

The Sub Questions:

Does stating the obtained signs by product in television advertisement have impact on positive attitude of audience towards television advertising?

Does introducing the obtained standards in television advertisement have impact on positive attitude of audience towards television advertising?

Do religious factors in television advertisement have impact on positive attitude of audience towards television advertising?

Does transparency of advertisement have impact on positive attitude of audience towards television advertising?

Does trust building of advertisement have impact on positive attitude of audience towards television advertising?

Does foregrounding in advertising have impact on positive attitude of audience towards television advertising?

Does non-irritant advertising have impact on positive attitude of audience towards television advertising?

Research Hypotheses

Hypothesis 1: Stating the top signs obtained by product in advertisement has impact on positive attitude of audience towards television advertising.

Hypothesis 2: introducing and stating standards obtained by the product in advertisement has impact on positive attitude of audience towards television advertising.

Hypothesis 3: Religious factors in in advertisement have impact on positive attitude of audience towards television advertising.

Hypothesis 4: Transparency of advertisement has impact on positive attitude of audience towards television advertising.

H5: Trust building in advertisement has impact on positive attitude of audience towards television advertising.

Hypotheses 6: Foregrounding in advertisement has impact on positive attitude of audience towards television advertising.

Hypotheses 7: not irritation in advertisement has impact on positive attitude of audience towards television advertising.

Literature Review

Doctor Mohammad Reza Rasouli and the Shohre Palangi (1389) conducted a comparative analysis of incentives to attract the audience in TV advertisements. This study aimed to identify the components and structural and content features of television advertisements of Mellat and Parsian banks; and to compare them in order to achieve effective factors in motivating customers And it attempted to investigate TV advertisements of the two banks during 2 years, both in terms of form and audience attraction variables, by content analysis method with quantitative and qualitative approaches. The results of this study show that both banks, despite the different rhetoric selection, ad type, presentation style, views and attractions based on the results of hypotheses, follow one general goal to attract audience that is persuading, encouraging and ultimately convincing the audience more to use facilities and services provided by banks and satisfying their material and spiritual needs . And this important issue creates a negative attitude in audiences about the services provided; service providers and media since it orients on profitability and profit seeking more than other aspects in the mind of audience.

Doctor Sadegh Mousavi and Seyed Ali Mousavi (1390) examined the factors affecting attitude towards advertising in general. In this study it is noted that attitudes towards advertising refers to peoples' overall feeling and assessment about advertisement. Although attitudes towards advertising is an important concept that has attracted a lot of interest, but Iranian researchers have not considered it much, on the other hand due to technological innovations we observe the emergence of a new approach to advertising called television and mobile advertising which is a new issue not only in Iran but also in International Studies . This study investigates three effective factors of irritation and annoyance, informing, and trust in addition to examining and comparing attitudes of society towards advertising, generally television and mobile advertising. The results of 571 questionnaires suggest that attitudes of society towards advertisement in general and also television and mobile advertising is positive; and irritation feeling, informing and trust in advertisement have impact on audiences' attitudes.

Samsam Shariat, M., Atashpour, H. and Kamkar, M. (1386) determined factors affecting the effectiveness of commercial advertising from professionals and the publics' point of view. This study is a survey and in order to achieve the objectives of the study, the questionnaire for investigating the factors influencing advertising effectiveness was used. Questionnaires were filled by 534 residents of Tehran and 64 professionals of advertising, the results are as follows:

Television networks and attractive animated cartoon format, stimulating demands, dyes related to product and innovation, attention to the sense of security and reminding signs, informing about quality, price and history, dialects and common phrases and tinged with religious and emotional themes, were some factors affecting advertisement effectiveness from the perspective of the people. Comparing influential factors from the perspective of the people and advertising experts showed that experts considered using funny, attractive and breezy animation cartoon, informing about prizes and certificates, and broadcasting in form of subtitles as affecting audiences' attitude more than the people. Doctor Ramezani, T. and doctor Etemai, M. (1377) during a field study investigated the factors affecting optimism of audience towards the national media. In this study questionnaires were completed by 365 residents of Tehran and it identified the factors and determinants affecting positive attitude and optimism towards the national media as an advertisers. The results indicated that the elements such as irritating feature advertisements, invalidity, benefit orientation, and lack of transparency has been significantly associated with negative attitude of audiences. The results obtained with 95% confidence and in this study, t-test has been used to assess the relationship between the mentioned components with positive attitude and optimism of audiences about the national media.

Research Methodology

Methodology of the Present Study:

According to the subject of research, the purpose of the present study is applied and the method used is descriptive - correlational. This method is taken to discover the existing facts or what there is. Indeed, this study method is to describe a research community in field of distribution of a particular phenomenon.

For this reason, the researcher does not discuss on the existing essence of distribution, rather only deals with "its manner" in the research community and describes it, (Delavar, 2005, p.101).

Statistical Population

In this study census method was used to determine statistical population due to limited target population. And students of Islamic Azad University in Alborz province, who had selected courses in the summer of 1392, were used as statistical population whose size was 103 people.

Sample size and Method of Sample Estimation

The method of determining sample population of the present study was census method due to limited target population; students of Islamic Azad University in Alborz province, who had selected courses in the summer of 1392, were used as statistical population whose size was 103 people. In order to determine size of the statistical sample from selected statistical population, whose size was 103 people; through census method Cochran formula is used.

If the population size is determined we will have:

$$n = \frac{Z^2 pqN}{d^2(N-1) + Z^2 pq}$$

N = statistical population size

n = sample size

Z = value of standard unit normal variable, which is equal to 1.96 at the confidence level of 95 percent

P = value of the proportion of the available trait in the population. If it is not available, it can be assumed as 0.5.

q = the percentage of people who are lacking the trait in the population ($q = 1-p$)

d = the allowable error

For example, if the statistical population size is 400 and the amount of allowable error is assumed 0.05 :

$$Z=1.96$$

$$p=q=0.5$$

Then according to the above formula, the sample size would be 196

Also if sample size is not known, we will have:

$$n = \frac{Z^2 pq}{d^2}$$

For example, if the allowable error is assumed as 0.05 then sample size would be 384 according to the above formula. In this study we have used census methods for determining statistical size, so Cochran formula will be used for determining the sample population size:

Tools and Methods of Data Collection

To access the desired information with the research objectives, the researcher made questionnaire containing 21 questions, was used to answer questions. This questionnaire is a closed type and its questions were scored based on sequence scale and 5 degree Likert spectrum consisting of 5 comments spectrum, as in Table 1.

Table1-Scoring five option Likert scale for responses

Very little	little	average	much	very much
1	2	3	4	5

Statistical analysis of research hypotheses

Hypothesis 1 :Stating the top signs obtained by product in advertisement has impact on positive attitude of audience towards television advertising.

A) Descriptive statistical analysis: This section consists of five parts, including:

Frequency table, determining central indices including median, mean and mode and also dispersion parameters determining variance and standard deviation as well as data with the highest value and the lowest value.

As can be seen in Table 3, the mean score of the data of 81 people to the first three questions was 370370 /3 and due to the low value of the calculated standard deviation it can be theoretically said that It seems the skewness of the data is towards the scores greater than 3 . To clarify this matter, we have used other analytical tables in the descriptive statistics part.

As shown in Table 4, which has non-descending presentation, relatively greater spectrums tend to numbers above the 3 in attitude of audiences.

B) Inferential statistical analysis of hypothesis 1:

$$H_0 : \mu \leq 3$$

$$H_1 : \mu > 3$$

Is there any significant relationship between obtained top signs by product in advertisement and positive attitude of audiences?

We have defined this hypothesis as following in statistical hypotheses format:

H0: There is no significant relationship between obtained top signs by product and positive attitude of audiences.

H1: There is significant relationship between obtained top signs by product and positive attitude of audiences.

Sine error percent is 0. 05 α and confidence level is 0. 95 (α - 1); and because the samples size in this hypothesis is 81, degrees of freedom will be equal to: df = n-1 = 80.

$$t_{\alpha} = 1/96$$

$$4.439 = \frac{1}{2}$$

Thus ,the test value at error level is α and test value is obtained by the following formula

$$t = \frac{\bar{X} - 3}{\frac{S}{\sqrt{n}}} :$$

Test results of the first hypothesis in Table 6 are calculated as following:

Table 6 - Results of one-sample t-test to test the first hypothesis

One-Sample Statistics						
		N		Maen	Std. Deviation	Std.Error Mean
Questions to3	1	81		3. 370370	. 7509254	. 0834362
One-Sample Test						
Test Value = 3						
		t	df	Sig. (2-tailed)	Mean Difference	95
Questions 1 to3		4. 439	80	. 000	. 3703704	

Now, based on data obtained from the analysis of SPSS software this hypothesis can be analyzed.

According to the results of the above table, test statistic (439/4) is greater than the calculated statistics (96/1). Thus, because the calculated Statistic at error level of 0/05 and freedom degree of 80 is greater than the table value (439/4> 96/1), it can be said that obtained amount is not in the critical region and the null hypothesis is rejected. But to ensure the accuracy of the result (binomial test) has also been used to test if the hypothesis is supported by through this or not.

Statistical hypotheses in Binomial test are:

$$0.6 \geq P$$

$$0.6 < P$$

The reason for ratio comparison with0/6 is that ratio of three options to five options equals .0/6 The more this ratio goes above , 0/6 effectiveness of factors increase.

In interpreting the results, we can say that since the decision criterion was 0. 000 (Sig. (2-tailed) and less than 05 /0

(α Sig<)

The null hypothesis is rejected and the claim of effectiveness of expressing the obtained signs on positive attitude of audience towards television advertising is proved.

Hypothesis 2: introducing and stating standards obtained by the product in advertisement has impact on positive attitude of audience towards television advertising.

In investigating the other hypotheses, explaining descriptive analysis is ignored in order to prevent prorogation.

B) Inferential statistical analysis of Hypothesis 2:

$$H_0 : \mu \leq 3$$

$$H_1 : \mu > 3$$

Expressing and introducing standards obtained by product in advertisements has impact on positive attitude of audience.

We have defined this hypothesis in form of statistical hypotheses:

H0: Expressing and introducing standards obtained by product in advertisements has no impact on positive attitude of audience.

H1: Expressing and introducing standards obtained by product in advertisements has impact on positive attitude of audience.

Considering that the error percent is 0. 05 α and confidence level is ($\alpha - 1$)0. 95 (and Samples size is 81 in this hypothesis, the degrees of freedom will be equal to: df = n-1 = 80.

$$t_{\alpha} = 1/96$$

$$5.823 = \frac{1}{2}$$

Thus ,the test value at error level is α and test value is obtained by the following formula:

$$t = \frac{\bar{X} - 3}{\frac{S}{\sqrt{n}}}$$

The results related to second hypothesis can be seen in Table 11.

Table 6 - Results of one-sample t-test to test the second hypothesis

One-Sample Statistics						
		N		Maen	Std. Deviation	Std.Error Mean
Questions to6	4	81		3. 436214	. 6742114	. 0749124
One-Sample Test						
Test Value = 3						
		T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the difference
						lower
Questions 4 to6		5. 823	80	. 000	. 4362140	. 287134

Based on information obtained from the analysis of SPSS software this hypothesis can be analyzed. According to the results of the above table, test statistic (5/823) is greater than the calculated Statistic (1/96) . Thus, because the calculated Statistic at error level of 0/05 and freedom degree of 80 is greater than the table value (823/5 > 96/1), it can be said that the obtained value is not in the critical region and the null hypothesis is rejected.

Hypothesis 3: Religious factors in advertisement have impact on positive attitude of audience towards television advertising.

B) Inferential statistical analysis of hypothesis 3:

$$H_0 : \mu \leq 3$$

$$H_1 : \mu > 3$$

Religious factors in advertisement have impact on positive attitude of audience towards television advertising.

We have defined this hypothesis in form of statistical hypotheses:

H0: Religious factors have no impact on positive attitude of audience.

H1: Religious factors in advertisement have impact on positive attitude of audience towards television advertising.

Considering that error percent is $\alpha = 0.05$ and confidence level is $(1 - \alpha) = 0.95$ and is based on the assumption that the samples size is 81, the degrees of freedom will be equal to: $df = n-1 = 80$.

$$t_{\alpha/2} = 1/96$$

$$= 7.071$$

Thus, the test value at error level is α and test value is obtained by the following formula:

$$t = \frac{\bar{X} - 3}{S / \sqrt{n}}$$

Hypothesis 4: Transparency of advertisement has impact on positive attitude of audience towards television advertising.

A) Statistical descriptive analysis:

B) B) inferential statistical analysis of hypothesis 4:

$$H_0 : \mu \leq 3$$

$$H_1 : \mu > 3$$

Transparency of advertisement has impact on positive attitude of audience towards television advertising.

We have defined this hypothesis in form of statistical hypotheses:

H0: Transparency of advertisement has no impact on positive attitude of audience towards television advertising.

H1: Transparency of advertisement has impact on positive attitude of audience towards television advertising.

$$t_{\alpha/2} = 1/96$$

$$= 2.572$$

Considering that error percent is $\alpha = 0.05$ and confidence level is $(1 - \alpha) = 0.95$ (and is based on the assumption that the samples size is 81, the degrees of freedom will be equal to: $df = n-1 = 80$).

Thus, the test value at error level is α and test value is obtained by the following formula:

$$t = \frac{\bar{X} - 3}{S / \sqrt{n}}$$

H5: Trust building in advertisement has impact on positive attitude of audience towards television advertising.

A) Statistical descriptive analysis:

B) B) inferential statistical analysis of hypothesis 5:

$$H_0 : \mu \leq 3$$

$$H_1 : \mu > 3$$

Trust building in advertisement has impact on positive attitude of audience towards television advertising.

We have defined this hypothesis in form of statistical hypotheses:

H0: Trust building in advertisement has no impact on positive attitude of audience towards television advertising.

H1: Trust building in advertisement has impact on positive attitude of audience towards television advertising.

Considering that error percent is $\alpha = 0.05$ and confidence level is $(1 - \alpha) = 0.95$ and is based on the assumption that the samples size is 81, the degrees of freedom will be equal to: $df = n-1 = 80$.

$$t_{\alpha/2} = 1/96$$

$$= 7.725$$

Thus, the test value at error level is α and test value is obtained by the following formula

$$t = \frac{\bar{X} - 3}{S / \sqrt{n}}$$

Hypotheses :6 Foregrounding in advertisement has impact on positive attitude of audience towards television advertising.

Foregrounding in advertisement has impact on positive attitude of audience towards television advertising.

We have defined this hypothesis in form of statistical hypotheses:

$$H_0 : \mu \leq 3$$

$$H_1 : \mu > 3$$

H0: Foregrounding in advertisement has no impact on positive attitude of audience towards television advertising.

H1: Foregrounding in advertisement has impact on positive attitude of audience towards television advertising.

Considering that error percent is $\alpha = 0.05$ and confidence level is $(1 - \alpha) = 0.95$ and is based on the assumption that the samples size is 81, the degrees of freedom will be equal to: $df = n-1 = 80$.

$$t_{\alpha/2} = 1/96$$

$$= 5.018$$

Thus, the test value at error level is α and test value is obtained by the following formula

$$t = \frac{\bar{X} - 3}{S / \sqrt{n}}$$

Hypotheses 7: not irritation in advertisement has impact on positive attitude of audience towards television advertising.

A) Statistical descriptive analysis:

B) inferential statistical analysis of hypothesis 7:

$$H_0 : \mu \leq 3$$

$$H_1 : \mu > 3$$

We have defined this hypothesis in form of statistical hypotheses:

H0: H1: Foregrounding in advertisement has impact on positive attitude of audience towards television advertising.

H1: H1: Foregrounding in advertisement has impact on positive attitude of audience towards television advertising.

Considering that error percent is $\alpha = 0.05$ and confidence level is $(\alpha - 1) = 0.95$ and is based on the assumption that the samples size is 81, the degrees of freedom will be equal to: $df = n-1 = 80$.

$$t_{\alpha} = 1/96$$

$$= 4.667 \frac{1}{2}$$

Thus, the test value at error level is α and test value is obtained by the following formula:

$$t = \frac{\bar{X} - 3}{\frac{S}{\sqrt{n}}}$$

Research findings

Prioritization of the components:

In order to prioritize research components (factors affecting positive attitudes of audience towards television advertising) Friedman test was used.

Priorities of factors affecting positive attitude of audience toward TV advertising are identical.

At least two priorities are different. In order to prioritize affecting factors, null hypothesis is assessed first:

As the output of SPSS software is seen in Table 38, because the decision criteria (Asymp. Sig.) is less than 0.05 or in other words it is the considered error (α), therefore the null hypothesis of priorities equality is rejected and hypothesis 1, inequality of priorities is approved. And the results of processing the related data are in the table below:

Table 38- SPSS Output for Friedman test

Test Statistics ^a	
81	N
124.523	Chi-Square
6	Df
.000	Asymp. Sig.

Friedman Test

According to the chi-square statistic and its degrees of freedom and the significance level (Sig=0.000) and considering $\alpha=0.05$ equality of means hypothesis is rejected. So the prioritizing of factors can be done and results of the prioritization are brought Table 39.

Table 39) SPSS Output for ranking (Friedman test)

Ranks	Mean Rank
Expressing obtained signd	4.25
Expressing obtained signd	4.72

Religious factors in advertisement	5.28
Transparency in advertisement	3.72
Trust-building in advertisement	3.81
Foregrounding in advertisement	4.16
Non irritation in advertisement	5.25

Therefore, at the significant level of 0/05, there is a difference between means of effective factors.

Conclusion

In a brief statement of the results of this study we can say that factors of "expressing standards" , "expressing the top signs" , "religious factors in advertising" , " transparency of advertisements" , "Trust building in advertising" , "foregrounding in advertisement" and "nonirritant advertising" are factors that companies engage in advertising or authorities in audiovisual media should pay attention to since The influence of these factors, according to research tests, on positive attitude of the audience has been approved. It is noteworthy that the components of trust building and transparency in advertising had less influence on audience regarding maintaining or creating positive attitude towards television advertisement, with decision value Sig. (2-tailed)) of 019.0 and 012.0 respectively, compared with other factors.

As mentioned before, meaning of trust building in this research was focused on the use of the product warranties and guarantying products and it can be said that different explanations of various companies in order not to accept the rejected product is the reason of low scores on this components influence on audience attitude on the part of Tehran students participating in this research. Also the results of the Friedman test suggests that the

The religious factor (to blend ads with religious themes and values and considering cultural norms in advertising) and non-irritation (like considering time space of a commercial message, observing recurring times, non-exaggeration in television advertisements) have more effective role more than other factors .

Suggestions

"Expressing" gained top signs. Product or service Advertising Organizations and companies should attract audiences' positive attitude towards advertisement by gaining related signs and to increase their credibility.

"The introducing and expressing obtained standards". Product or service Advertising Organizations and companies should attract audiences' positive attitude towards advertisement by obtaining related standards and to increase their credibility

"Religious factors", Blending Advertise properly with the terms of the religious and cultural conditions have a positive impact on attitudes of audience and caring about not using factors against religion an values in advertisements leads us trust attraction of audiences to lack of Consumerism incentives in advertisements; and this important issue is the same attracting positive attitude of audiences towards television advertisements.

"Transparency in advertising", It should be noted that the honesty with customers, further eliminating uncertainty and establishing a relationship based on trust and avoiding any deception or complexity in transferring messages, will create positive attitude towards advertisements.

"Trust building in Advertising". Products having hologram sticker and related warranties in television advertising gives audiences the required confidence and it affects management of audiences' positive attitude. It should be noted that the results of this study indicate that attitudes of audiences toward television advertising that consider this factor is not positive compared with other factors. It seems that "foregrounding in advertisement." According to the survey results it is suggested that in television advertisement, products that have been exported to other countries and competition power are emphasized. This important issue addition to achieving a positive attitude of audience motivates other manufacturers to enhance the quality and competitiveness of their products. Therefore, it is necessary for TV commercial designers and companies willing to advertise consider this factor since results obtained indicate influence of this important factor on positive attitude of audience.

"Non irritation advertisement", It is recommended that in making commercial messages or management of their broadcasting, subjects such as observing the time space of an advertising message, observing enough repetition, no exaggeration in advertising are considered.

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