

Impact of Key elements of advertising billboard on consumers and prioritize the elements using the AHP technique

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Abstract-Advertisement is one of the most important tool for promoting products and services. Accurate and meaningful uses of The Environmental Media can lead the organization to achieve its goals. In this study, the main elements of a media in billboard was analysed according to the accuracy. Finally, according to the experts and using the techniques of decision-making, Prioritization was done. The results showed that the billboard elements with regards to Demographic factors such as age and gender are significant. This is an applied research and data was obtained by survey.

Key words- advertisement, billboard, AHP

INTRODUCTION

The efficiency and effectiveness of the advertising business is especially important for organizations. Targeting in market using any media should follow a methodology that is governed by rules, having balance in the quality of the message and media in reaching the goals of ads is essential for a successful ad. (Hossein Abadi Sade et al 2012){1}

Running an advertisement program necessitate expenditure. Therefore advertisement considered as the headlines of financial programs in organizations and corporates, Sociological perspective claimed that in the current world and also science of economy every term such as Capital, distribution and advertising has their own position. In the present advertising is one third of the function of the capital. So one cannot consider investment and distribution without advertising. (Karimiyan, Masoud. 2010){2}. Billboard history dates back to early civilizations. On ancient Egyptian we can see obelisks and Columns are four-sided with pyramidal tip and were created with a stone that was not carved into pieces before and it was big stone.

These columns are not only having decorative aspect but also used to preach Ancient Egyptian religion and on them were craved Religious phrases and various prayers. Also, the content on these columns were limited to religious and political items, but undoubtedly fits the definition of advertising today The first steps in the advertising in 1450 pointed to a time when "Johann Gutenberg" invented the portable printing press and published flyers and introduced the advertisement to the world.

In 1796, with the completion of lithography, the first illustrated poster was created. After a while, People were looking for suitable places to install their ads that within the specified time, their ads would be visited most and with the highest effect. Therefore, Columns and boxes for mounting ads were installed in the crowded parts of the city. For The first time roadside advertising was used by local merchants and shop keepers of US. They painted symbols and signs on the walls and fences or installed posters on telegraph poles. In New York in 1835, the first large posters were installed in the outer space. Billboards have lasting effects on memory of their customers. In such a way that after it was taken away from the viewer, the viewer thinks about advertisement and the issue. Advertising on the billboard should be readable in a very short time. While the car at high speeds moves along a billboard Passengers should be able to read it or get the message. So they usually include several large and legible words. Or they should have ironic and compelling images with bright colors. (Hossein Abadi Sade et al 2012){1} Advertise with respect to the accuracy of the product or service is very important. So that the natures of the ads have not gone astray and they are able to express product and service features in the optimized way. The accuracy of the advertisements is necessary but not sufficient. The accuracy in advertising is equally important, in order to enable to apply the ad with more precision and power to attract. (Hossein Abadi Sade et al 2012){1} Factors related to precision in ads go back to message plan which is composed of many factors.

In order to attract viewers with regards to Billboard Media, An appropriate message plan must be planned. The message plan serves as a stimulus. In cognitive psychology by studying tracks of the eye and brain scan Influence of color on visual speech perception, consciousness, emotion and memory has been demonstrated. To attract attention to a message plan through media Billboards and to fix in Long-term or short-term memory, it is required that Elements of a Message specified for media professionals in order of importance. (Sutherland, Max, 1993).{3}

As regards audience are passing fast in front of Media Billboard, the role of message plan in a short time is inevitable. Therefore, the message content must be designed in a way that has the greatest impact in the shortest time and this happens when we have knowledge of elements of the message plan regarding the priority of the plan. (Mohammadian, M. 2006).{4}

BILLBOARD ORIGINS IN THE 1830

Billboard in America (with a size of over 15 Metro 24 cm) in New York City in The Office Karjard Bell was prepared where he publishes in 1835 Posters for the circus. In the beginning, American ads in roadside were totally local. Merchants stock (glued) trademarks with their posters on the walls and hedgerows; to inform passer byes of selling rheumatism pills, Equestrian supplies and other goods. Environment advertising was used for the first time on the tram lines in 1850.

ENVIRONMENTAL ADVERTISING PREVALENCE

Throughout the years, the advertising grows continually at a rate of 14.62%, from 1970. The interesting thing is that the rate of spending on Billboard declined than in other environmental media. It reached From 3.73 to 1 in 1970 and 1.5 to 1 in 2002. However, boards are still the dominant form of environmental media. Advertising environment includes a wide range of media and every day enormous changes taking place in this area and the range of this media is increasing which it cannot be classified as comprehensive and in a more detailed way. (Wells and Brent, 1926, translated Qrbanlou 1383){5}

DISCOURSES RELATED TO RESEARCH

Commercial advertising is a form of impersonal communication that In exchange for the payments specified by a Sponsor Uses mass media to persuade or influence the audience. (Wells and Brent, 1926, translated Qrbanlou 2004){5}

Five major factors in the world of advertising are:

1. Advertiser
2. Institute of Advertising
3. Media
4. Sellers
5. Audiences

As you can see the third factor in the world of advertising is media. Media is Communication channels that carries messages from the advertiser to the audience, Media must comply with promotional messages. (Wells and Brent, 1926, translated Qrbanlou 2004){5}

ACCURACY (ACCURACY) IN COMMERCIAL ADVERTISING

4P in marketing industry is as follows:

1. The product
2. Place or Distribution
3. Prices
4. Promoting or marketing communications (McCarthy, Jerome, 1978).

Advertising, personal selling, sales promotion, public relations, direct marketing and sales locations / packaging, Represents the basic techniques available for the business to communicate with the target markets. The combination of these techniques is known as promotion or marketing communications. Marketing promotion is defined as: Persuasion communications designed to send messages which are linked to marketing to a selected addressed person. (Boogast 1990, translated Qrbanloo, 2004).{6}

Advertising is a subset of marketing, relied on evaluation and coordinating of strategies for consumer –centered and good –centered. Of course goods are primarily important but Characteristics, strengths and weaknesses, and its position in the market place dominate Marketing mix elements. (Wells and Brent, 1926, translated Qrbanloo, 2004).{5} The message expressed through the media to communicate with consumers should follow AIDA model (Attention, Interest, Desire, and Action). Draw the audience's attention (Attention), they should make the attachment (Interest), Stimulate their interest and desire (Desire) and ultimately lead them to action (Action) (Kotler and Armstrong, 1997, translated by Foroozande 2011).{7} To reach expectations regarding the planned ads; both the message and the media should be considered, Performance evaluation results indicate the quality of the advertising message and the media. Given the need expressed in this research study will look closely at the use of media. Based on the expressed need, in this paper, we study the accuracy of the media.

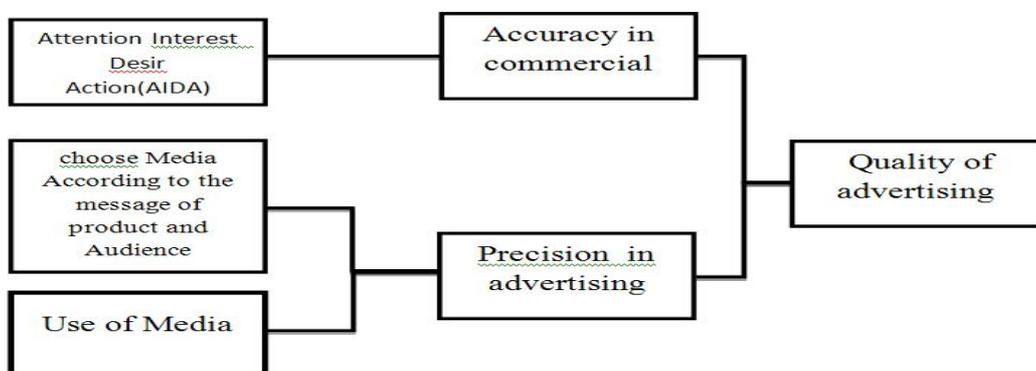


Figure 1-1: Quality Advertising (Hossein Abadi Sade, Davood. et al., 2012)

REVIEW OF LITERATURE

Saed Janani Zaviye (2008) In a study entitled “Comparison study of billboards installed in Tehran with international standards regarding Privacy , form and structure, visual appeal. ” investigated Elements such as the quality of urban design, urban furnishings, materials used in buildings, color, form, architecture, light, Night view, quantity and quality of green space, proportions of the volumes to the environment , quality of urban equipment’s, utility, traffic, quality and quantity of urban advertising, etc.

This paper intends to introduce the scientific and international principles of urban advertising and compares it to the statues of installed billboards in Tehran to upgrade it to the optimum position. Zhary and Joseph (1984) in a study entitled “A study on the effectiveness of billboard of the power of recall in advertisement in Turkey” after discussing the message features in the concept, writing, design, layout, graphics and selecting font, which is very important, states That effectiveness of this mediaby considering location and the distance of billboard that is one of the basic needs of thismedia. If the message features are implemented in the best mannerand the positioning is not appropriate so then the media will not be effective.

In this study, According to statistical studiesBest area to advertise was introduced regarding the crowding and amount of the traffic of the area.

In order to model the travel demand, UTMS system (Urban Transportation Modeling System) is used. The system generally consists of four main stages:

- Production Journey
- Travel Distribution
- Separationtrip
- Traffic Attributionis made

To Estimate the demand for travel between areas, the first two-step of this model is used. After identifying the traffic areas and the number of travels that each area produces or absorbs was found that is based on land use and socio-economic characteristics of the area.

THEORETICAL FRAMEWORK AND RESEARCH MODEL

Key elements of the billboard media: features by which the messageplan is created. (Henderson, 1986).

Concept: The creativeand understandablemessage plan

- Writing (text composition): Minimum Content and with high effectiveness
- Plan: form of a poster
- Layout: should be compact and be in a simple visual way
- Graphics: Color and size of project
- Selecting a font: Easy to see and read
- Distance: adjust the layout with sight distance
- Product Identity: Focus on the product in billboards
- Shape: the shape and design of the billboard (Wells et al., 1926){6}

There are two types of billboards, posters’ frame and curtains or painted bulletins (Wells and Brent, 1926, translated Qrbanloo, 2004).{5}

Posters: Posters are printed by another printer, lithography or silkandtransferred to the outside by an advertising company. They are then glued and placed in mounted frames. Painted Curtains: Painted Curtains are produced by artists who work for outside advertising companies. The panels are hand painted that is produced on location or in the studio on removable plates which can be attached to ads board. The Billboard media definition of key elements: each element is performed by questionnaire.

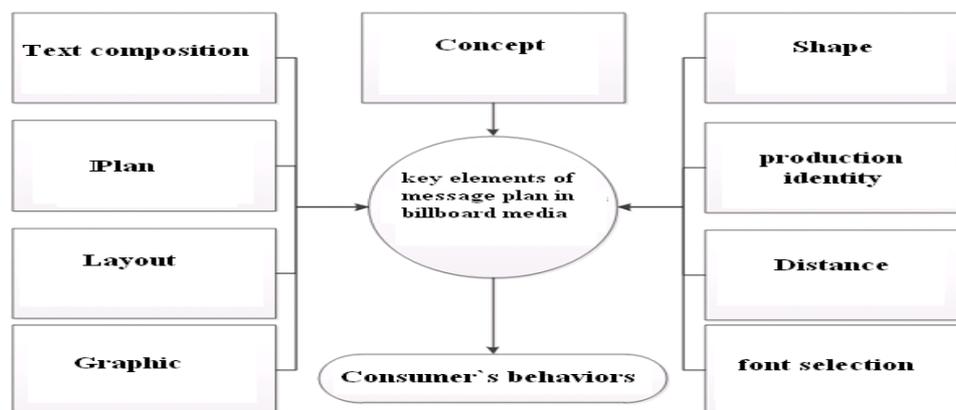


Figure 1-2: Conceptual model of five key design elements of messages plan in media Billboard (Wells et al. 1926){6}

METHODOLOGY

This is a descriptive study and regarding the time of collecting data is the survey. In terms of data collection it is a questionnaire survey.

3.3 THE POPULATION

Firstarea of Tehran

Sampling and sample size

Sampling was done in a random way.

Sample size is obtained According to Cochran's formula:

$$n = \frac{z^2 S^2}{\epsilon^2}$$

In the above equation, N is number of samples, Z is Standard normal for a confidence level of 95% ($Z_{\alpha/2} = 1.96$), S is the standard deviation (Appendix 2) that the results obtained from reliability, ϵ is the of amount error ($09 / = \epsilon$), respectively. {8} Value of 2 for ZC.L, covering approximately 95% of the normal curve. However, this value is important to us.

Given the choice of 95/0 reliability and accuracy 5% \pm , the number of required observations is achieved:

$$N = \frac{(1.96)^2 \times (0.69181)^2}{(0.09)^2} = 226$$

Tools for data collection The questionnaire used in this study. All questions are closed (Appendix 1). And Likert scale (Table 3-1) is used. This scale was prepared of a regular series of items that were arranged specially. These items are presented special cases of the measured phenomenon such as items that are equal in distance regarding the value of measuring. {9} For collecting these items, we usually use favorable and unfavorable statements about the phenomenon measured in equal number. For Scoring and valuing the quantity of answers of scale's questions, we use 5 grade Likert scale. The questionnaire included 17 items for seven elements outlined for billboard advertising. The results of usability testing tool according to Cronbach's alpha (greater than 0.7) indicates the ability of the questionnaire. {10}

RELIABILITY STATISTICS

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.836	.830	17

Table 1-1: Results of reliable tool

ANALYSIS OF DATA

In this study, considering the age and gender the study used the ANOVA analysis and if the significance occurs the study will use post-hoc tests. All statistical tests were performed using SPSS software.

THE RESULTS

The first hypothesis

H1: there was a significant correlation between the elements of conception and gender in the Billboard media

H0: there was not a significant correlation between the elements of conception and gender in the Billboard media

Concept

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.486	1	.486	.903	.343
Within Groups	108.759	202	.538		
Total	109.245	203			

Based on the results of ANOVA (Sig > 0.05) in Table 1-3, it can be concluded that gender was not significant in billboards with regards to conception. H1 hypothesis rejected.

Table 1-2: ANOVA analysis elements of concept with regard to gender in Billboard

Analysis: Research shows that women and men pay attention to the element of conception.

The second hypothesis

H1: there was a significant correlation between the elements of text composition and gender in the Billboard media

H0: there was not a significant correlation between the elements of text composition and gender in the Billboard media

Text composition

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.138	1	.138	.237	.627
Within Groups	117.719	202	.583		

Textcomposition

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.138	1	.138	.237	.627
Within Groups	117.719	202	.583		
Total	117.857	203			

Based on the results of ANOVA ($Sig > 0.05$) in Table 1-4, it can be concluded that gender was not significant in billboards with regards to text composition. H_1 hypothesis is rejected.

Table 1-3: ANOVA analysis elements of text composition with regards to gender in Billboard

Analysis: Research shows that women and men pay attention to the element of text composition.

Third hypothesis

H_1 : there was a significant correlation between the elements of plan and gender in the Billboard media

H_0 : there was not a significant correlation between the elements of plan and gender in the Billboard media

Plan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.870	1	7.870	8.947	.003
Within Groups	177.692	202	.880		
Total	185.563	203			

Based on the results of ANOVA ($Sig > 0.05$) in Table 1-5, it can be concluded that gender was significant in billboards with regards to plan. The H_0 is rejected.

Table 1-4: ANOVA analysis elements of plan with regards to gender in Billboard

Fourth Hypothesis

H_1 : there was a significant correlation between the elements of page layout and gender in the Billboard media

H_0 : there was not a significant correlation between the elements of page layout and gender in the Billboard media

Page layout

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.342	1	19.342	16.676	.000
Within Groups	234.286	202	1.160		
Total	253.627	203			

Based on the results of ANOVA ($Sig > 0.05$) in Table 1-6, it can be concluded that gender was significant in billboards with regards to page layout. The H_0 is rejected.

Table 1-5: ANOVA analysis elements of page layout with regards to gender in Billboard

Fifth hypothesis

H_1 : there was a significant correlation between the elements of graphic and gender in the Billboard media

H_0 : there was not a significant correlation between the elements of graphic and gender in the Billboard media

Graphic

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.775	1	8.775	11.727	.001
Within Groups	151.147	202	.748		
Total	159.922	203			

Based on the results of ANOVA ($Sig > 0.05$) in Table 1-7, it can be concluded that gender was significant in billboards with regards to graphic. The H_0 is rejected.

Table 1-6: ANOVA analysis elements of graphic with regards to gender in Billboard

Sixth hypothesis

H_1 : there was a significant correlation between the elements of selecting font and gender in the Billboard media

H_0 : there was not a significant correlation between the elements of selecting font and gender in the Billboard media

Selectingfont

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.785	1	5.785	5.425	.021
Within Groups	215.405	202	1.066		
Total	221.190	203			

Based on the results of ANOVA ($Sig > 0.05$) in Table 1-8, it can be concluded that gender was significant in billboards with regards to font selection. The H_0 is rejected. Table 1-7: ANOVA analysis elements of font selection with regards to gender in Billboard

Seventh hypothesis

H1: there was a significant correlation between the elements of distance and gender in the Billboard media
H0: there was not a significant correlation between the elements of distance and gender in the Billboard media

Distance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.691	1	7.691	5.264	.023
Within Groups	292.210	200	1.461		
Total	299.901	201			

Based on the results of ANOVA (Sig > 0.05) in Table 1-9, it can be concluded that gender was significant in billboards with regards to distance. The H0 is rejected. Table 1-8 ANOVA analysis elements of distance with regards to gender in Billboard

Eighth edition

H1: there was a significant correlation between the elements of Product identity and gender in the Billboard media
H0: there was not a significant correlation between the elements of Product identity and gender in the Billboard media

Productidentity

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.024	1	8.024	7.053	.009
Within Groups	228.666	201	1.138		
Total	236.690	202			

Based on the results of ANOVA (Sig > 0.05) in Table 1-10, it can be concluded that gender was significant in billboards with regards to product identity. The H0 is rejected. Table 1-9: ANOVA analysis elements of product identity with regards to gender in Billboard

Ninth hypothesis

H1: there was a significant correlation between the elements of form and gender in the Billboard media
H0: there was not a significant correlation between the elements of form and gender in the Billboard media

Form

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.693	1	.693	.985	.322
Within Groups	141.494	201	.704		
Total	142.187	202			

Based on the results of ANOVA (Sig > 0.05) in Table 1-11, it can be concluded that gender was not significant in billboards with regards to form. The H1 is rejected. Table 1-10: ANOVA analysis elements of form with regards gender in Billboard Analysis:
Research shows that women and men pay attention to the element of form

Tenth hypothesis

H1: there was a significant correlation between the elements of concept and age in the Billboard media
H0: there was not a significant correlation between the elements of concept and age in the Billboard media

Concept

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.589	3	1.196	2.261	.083
Within Groups	105.320	199	.529		
Total	108.909	202			

According to the result of ANOVA (table 1-12) in all items the element of concept was not significant. (Sig > 0.05). Therefore H1 is rejected. The viewpoint of age groups is the same with the element of concept
Table 1-11: ANOVA analysis elements of concept with regards to age in Billboard

Eleventh edition

H1: there was a significant correlation between the elements of text composition and age in the Billboard media
H0: there was not a significant correlation between the elements of text composition and age in the Billboard media

Textcomposition

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.036	3	.679	1.169	.323
Within Groups	115.498	199	.580		
Total	117.534	202			

According to the result of ANOVA (table 1-13) in all items the element of text composition was not significant. (Sig > 0.05). Therefore H1 is rejected. The viewpoint of age groups is the same with the element of text completion
Table 1-12: ANOVA analysis elements of text composition with regards to age in Billboard

Twelfth hypothesis

H1: there was a significant correlation between the elements of plan and age in the Billboard media

H0: there was not a significant correlation between the elements of plan and age in the Billboard media

Plan

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.499	3	.166	.179	.910
Within Groups	184.671	199	.928		
Total	185.170	202			

According to the result of ANOVA (table 1-14) in all items the element of plan was not significant. (Sig>0.05). Therefore H1is rejected. The viewpoint of age groups is the same with the element of plan Table 1-13 ANOVA analysis elements of plan with regards to agein Billboard

Thirteenth hypothesis

H1: there was a significant correlation between the elements of page layout and age in the Billboard media

H0: there was not a significant correlation between the elements of page layout and age in the Billboard media

Pagelayout

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.345	3	2.782	2.271	.082
Within Groups	243.774	199	1.225		
Total	252.118	202			

According to the result of ANOVA (table 1-15) in all items the element of page layout was not significant.(Sig>0.05). Therefore H1is rejected. The viewpoint of age groups is the same with the element of page layout Table 1-14: ANOVA analysis elements of page layout with regards to agein Billboard

Fourteenth hypothesis

H1: there was a significant correlation between the elements of graphic and age in the Billboard media

H0: there was not a significant correlation between the elements of graphic and age in the Billboard media

Graphic

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.827	3	.609	.768	.513
Within Groups	157.824	199	.793		
Total	159.650	202			

According to the result of ANOVA (table 1-16) in all items the element of graphic was not significant.(Sig>0.05). Therefore H1is rejected. The viewpoint of age groups is the same with the element of graphic Table 1-15: ANOVA analysis elements of graphic with regards to agein Billboard

Fifteenth hypothesis

H1: there was a significant correlation between the elements of font selection and age in the Billboard media

H0: there was not a significant correlation between the elements of font selection and age in the Billboard media

Selectingfont

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.643	3	.548	.501	.682
Within Groups	217.338	199	1.092		
Total	218.980	202			

According to the result of ANOVA (table 1-17) in all items the element of font selection was not significant.(Sig>0.05). Therefore H1is rejected. The viewpoint of age groups is the same with the element of font selection. Table 1-16: ANOVA analysis elements of font selection with regards to agein Billboard

Sixteenth hypothesis

H1: there was a significant correlation between the elements of distance and age in the Billboard media

H0: there was not a significant correlation between the elements of distance and age in the Billboard media

Distance

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.573	3	1.524	1.017	.386
Within Groups	295.129	197	1.498		
Total	299.701	200			

According to the result of ANOVA (table 1-18) in all items the element of distance was not significant.)(Sig>0.05). Therefore H1is rejected. The viewpoint of age groups is the same with the element of distance Table 1-17: ANOVA analysis elements of distance with regardsto agein Billboard

Seventeenth hypothesis

H1: there was a significant correlation between the elements of product identity and age in the Billboard media
H0: there was not a significant correlation between the elements of product identity and age in the Billboard media

Productidentity

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.207	3	2.402	2.082	.104
Within Groups	228.512	198	1.154		
Total	235.719	201			

According to the result of ANOVA (table 1-19) in all items the element of product identity was not significant. (Sig>0.05). Therefore H1 is rejected. The viewpoint of age groups is the same with the element of product identity Table 1-18: ANOVA analysis elements of product identity with regards to age in Billboard

Eighteenth hypothesis

H1: there was a significant correlation between the elements of form and age in the Billboard media
H0: there was not a significant correlation between the elements of form and age in the Billboard media

Form

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.657	3	1.219	1.748	.158
Within Groups	138.066	198	.697		
Total	141.723	201			

According to the result of ANOVA (table 1-19) in all items the element of form was not significant. (Sig>0.05). Therefore H1 is rejected. The viewpoint of age groups is the same with the element of form. Table 1-19 ANOVA analysis elements of form with regards to age in Billboard

RANKING BY AHP

Using expert opinion on the Billboard elements, the researcher ranked using AHP technique. The results are shown in Figure 1-3.

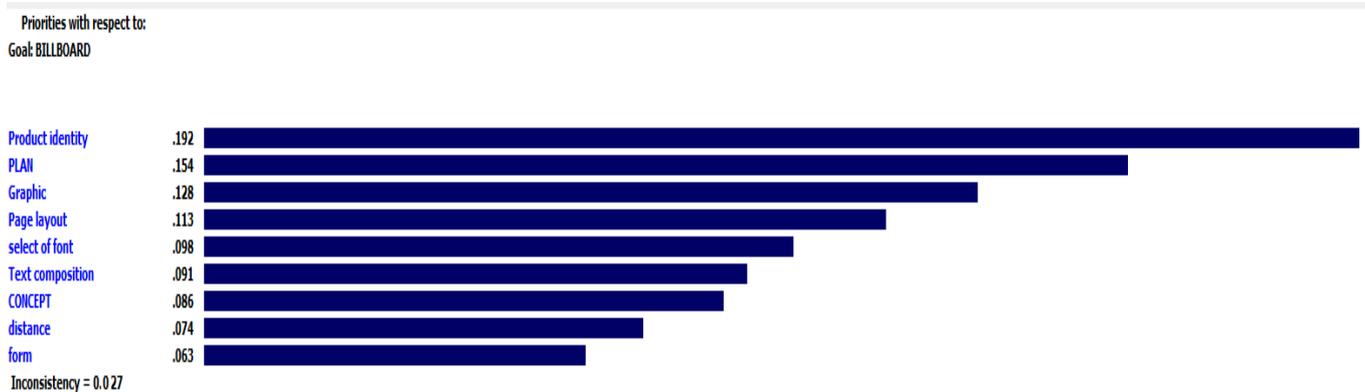


Figure 1-3: Ranking With AHP Based on the criteria developed in this study about The Billboard

RESULTS

Media, Standards of design, layout, graphics, font selection, spacing and product identity are different in women and men. Due to the nature of the product and carefully designed promotions should be done. According to criteria there is not difference between age groups. In Billboard advertising, the importance of gender differences should be paid attention. Due to the growing need for advertising environment, selection and use should be targeted. The nature of the message should not go astray and can attract your target audience. It could not be done at all costs. Rather, efficiency and effectiveness in the use of environmental media should be considered highly. Using Aida and Aika models can help us in assessing advertisement and also help us in designing the appropriate billboard media elements. The main element in evaluation is attention. If the ad is designed according to the standards of design, page layout, graphics, font selection, distance and production identity then we have got attention of audience.

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