

عنوان مقاله:

Investigating the Effect of TV Advertisements on Financial Performance of Business Units in Kurdistan and Ardebil Provinces

محل انتشار:

کنفرانس بین المللی یافته های نوین در حسابداری، مدیریت اقتصاد و بانکداری (سال: 1397)

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خلاصه مقاله:

The aim of this study is to investigate the effect of TV advertisement on financial performance of business units in Kurdistan and Ardebil province during years 2014-2015. Statistical population of this study are all business units in Kurdistan and Ardebil provinces that used TV advertisements to sell their products that were selected by random sampling method and in total census. In order to collect data, the researcher-made questionnaire was used. The reliability of this questionnaire was confirmed by Cronbach alpha coefficient. The obtained results showed positive and significant correlation between TV advertisement and financial performances of business units. In addition, various dimension of TV advertisement such as intensity, content, and budgets of advertising have significant relationship with financial performance of business units. Moreover, results of multiple regression analysis showed that the intensity of TV advertisements, content of advertisement, and budget of advertisement are statistically significant and can predict the variable of financial performance in business units. Results showed that intensity, content, and budget of advertisement are good predictors for financial performance of business units.

کلمات کلیدی:

TV advertisement, Financial Performance, Business Units

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