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Persuasive attractions in commercial ads and public attitudes: A field analytical study

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Abstract

The present study is an attempt to explore the persuasive attractions used in commercial ads and the attitudes of the public towards them. Based on the analytical field study, it applied the descriptive and analytical approach to a deliberately selected sample of (150) participants from Sohag city to represent the whole governorate. In order to get accurate answers, the author set age and educational level as variables. Additionally, he adopted the questionnaire to collect data. The sample of the study covered the commercial ads on “Al Hayah” channel in May, 2016. Therefore, content analysis, covering two categories, namely content (what?) and form (how?), was selected. To conclude accurate results, SPSS software, along with means, standard deviation, Pearson correlation coefficient, T-test and Chi square were utilized.

Concerning the analytical aspect, results revealed that essential commercials which generally prompt demand for a specific product are not involved in the investigated ones, advertisers utilize selective commercials which motivate demand for specific product, advertising mission target large audience and females, in particular. Also, mental attractions, deployed in commercials, are characteristics, fame, reputation and competitive feature of the product. Moreover, the most significant emotional attractions, deployed in the investigated commercials, are pride and boasting; famous characters; fun; warmth and sexual Appeal. Commercial attractions substantially endeavor to attract consumers as well as create a positive mental impact among them, and to compete so as to attract customers. Furthermore, slang language is the most prevalent in the commercials under study; they widely count on ordinary people and famous characters ; music accompanied comment is the most significant sound effect; as well as displaying commercials within the program, various types and live speech are the most effective and prevalent types.

Regarding the field aspect, results are defined as follows:

The high percentage of commercial viewers due to many reasons: knowledge of the new in markets, recognizing the prices and properties of products and their merits, as well as the high percentage of persuaded respondents using attractions in Al Hayah channel commercials ads. Most of those respondents are keen to know the kinds of products, because of the channel's honesty while it indicates the prices and introduces what's new in fashion. The research, also, emphasized the most important favorite commercials, such as: the properties of the product, its prices, and the presented information about the advertiser, the famous characters, achieving satisfaction, the competitive advantage, or the product's marketing incitement.

The research has assessed all the persuasive attractions used in Al Hayah commercial ads during the study. The results have shown a raising positive evaluation of the sample used attractions, which ensures the positive attitude towards them.