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## Prioritization of promotion tools based on AIDA model by Analytic Hierarchy process in production sector of sport industry

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### ABSTRACT

In order to choose a good promotional mix in production sector of sport industry, the comments of 30 marketing managers of sport products companies were collected by responding to research-built questionnaires of promotional mix and AIDA model. Validity [face and content validity] of the questionnaire was verified by the related experts and their reliability was proved due to inconsistency ratio of the questionnaires that was less than [0.1]. To analyze the data AHP method and [Expert choice 11] software is used. According to the results at fourth level, in advertisement tools, TV with weight [0.522], in public relations tools, seminar and conference [0.657], in sale promotion tools, gifts [0.260], in personal sale tools, face to face selling [0.841] were the most important factors. Among 17 promotional mix tools [as choice] analyzed based on AIDA model, for customers awareness and interest, TV commercials with the weight of [0.173] and [0.142] respectively had the highest importance. From action aspect, personal selling with the weight [0.440] was at the first priority. In the second level, among AIDA tools awareness and attracting the attention with the weight [0.437] was in the first priority. Considering the high competition between the companies and rapid growth of markets and also rapid changes in consumers behaviors, choosing a good promotional mix and prioritization of its tools help the promotion of marketing goals.

**Keywords:** promotional mix, Analytic Hierarchy process [AHP], AIDA model.

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### INTRODUCTION

Modern marketing is more than just producing good products, suitable pricing and easy access to them [1]. In addition to this producers require to communicate with their customers. Producer of a commodity or service should combine carefully the communication tools in access to achieve a regular combination of promotional elements, a combination that is influential in achieving communicative and marketing goals [2]. Marketing communication program of each organization is called promotional mix [3]. In other words, promotion is having direct or indirect relationship with people, groups or organizations for attention and convincing them to purchase organization products [5]. There are four main aspects of promotional mix as: 1] Advertisement: Any non- personal Presentation and promotion of ideas, goods, or services by an identified sponsor and it requires spending money [5]. In marketing integrated communications, advertisement has important position in comparison with other elements for product position. Most of the researches know advertisement as the most influence factor or in promotional mix as to inform the market about the new commodity, explanation of the commodity or service performance, correcting

wrong perceptions, convincing the customer to make a purchase, changing the customers attitudes about the characteristics of commodity or service, reminding the consumer about his need to the commodity or service in near future and reminding the purchase place to the customer [6, 5, 4, 3, 2, 11, 10, 9, 8, 7]. Considering the importance of increasing efficiency in advertisement, ranking its tools is very important. Also, the researches in this field, recognize TV commercials as the most effective tools in comparison with the other advertisement tools [9, 8, 8, 7, 6, 5, 3] and in another study the familiarity of the marketing managers with new communication tools in advertisement is necessary [12]. 2] personal selling: A process of helping and persuading prospects to purchase a good and giving information about the product, service, idea and the like [94]. The studies carried out in this field know face to face selling better than other personal selling tools. [13, 8, 7, 3, 2] and this is due to this fact face to face speeches make the customers and sellers to match their needs and behavior and through this they can observe the customers reaction to one specific selling method. 3] Sales promotion: different marketing communication tools are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability [4]. The studies showed that gifts and rewards and lottery are more significant than the other sales promotion tools [18, 20, 8, 9, 7, 3]. Exhibition participation is effective as the other sales promotion tools in increase sale, information about rivals, new customers and products [14, 15].

4] Public relations: It is non-personal persuasion of demand for a product, service or business unit by planting significant and positive commercial news without giving any money by the related company [4]. The findings here know the attention of managers to public relations necessary and referred to the effective role of public relations to promote organization goals [16]. Also in the prioritization of public relations tools, participating in seminars and conference is very important [8, 3, 9, 6, 5]. Considering all the items discussed about the importance of promotional mix and as the customer's behavior and consumers are obviously influenced by promotional action ions and as considering the shortage of financial resources in the companies and increasing competition between them, promotion and ranking of the related tools are necessary in the organization.

Thus, choosing the right, consistent and effective communication model to direct consumers and customers to achieve short-term and long-term goals of marketing is a complex and important topic.

In this research, to evaluate promotional mix in production sector of sport industry, AIDA model as the best scientific models was used. There are some researches to evaluate this model that most of them recognized the first part- Attention and attracting the attention- as the most effective component in this model [14, 9, 8, 7, 6]. This model uses four stage method including attention, interest, desire and action ion to lead the customer to purchase.

## MATERIALS AND METHODS

In this research descriptive-field method is used and for determination of hierarchical decision tree choices, interview with experts and reviewing books and related journals are used. To collect the comments, researcher-built questionnaire was used [promotional mix based on AIDA model]. As it was evaluated by the researcher, research statistical population is including 122 managers of sport products companies all over Iran. These companies information was collected through official site of industry ministry, trade ministry and sport database in 2010. As AHP method is used for the data analysis, the numbers of samples are not important, so for this research 30 marketing managers of sport products companies were selected randomly and questionnaire were given to them. Considering the topic and purpose of this research, hierarchical decision tree method was identified as the best data analysis method. This method begins by providing hierarchical decision tree. This tree shows the comparing factors and the analyzed competing choices in decision-making and a series of paired comparisons are done. These comparisons define the weight of each of the competing choices and finally matrices of paired comparisons are combined with each other to take the best decision. As the data analysis is done based on AHP model, at first , inconsistency ratio of paired comparisons of each respondents is controlled and after being assured of acceptable inconsistency ratio 2[ less than 0.1], the comments of respondents are combined and paired comparisons of each group is obtained. Consistency ratio indicates the consistency ratio of the comparisons with each other. By determination of inconsistency ratio we can trust in the determined prioritization accepted as experimentally. If inconsistency ratio is less than 0.1, we can accept comparisons consistency. Hierarchical decision making is a tree with various levels of the object of decision. The first level indicates the decision making goal and the final level indicates some choices that are going to be compared. The middle level indicates some criteria on which choices are compared [23]. The main goal is considered as the right promotional mix for sport products companies and in the second level of hierarchical tree, AIDA tools are used for attention audiences, interest and desire and making

them to purchase the products and at the third level promotional mix tools including public relations, advertisement, sales promotion and personal selling. The fourth level of advertisement choices [TV, newspaper, magazine, Internet and Radio], personal selling [face-to – face selling and call selling], sales promotion [coupons, gifts, in-store demonstrations, trade fairs] and public relations [seminars and conferences, book, brochure, publication of scientific articles and charitable contributions [Figure 1].

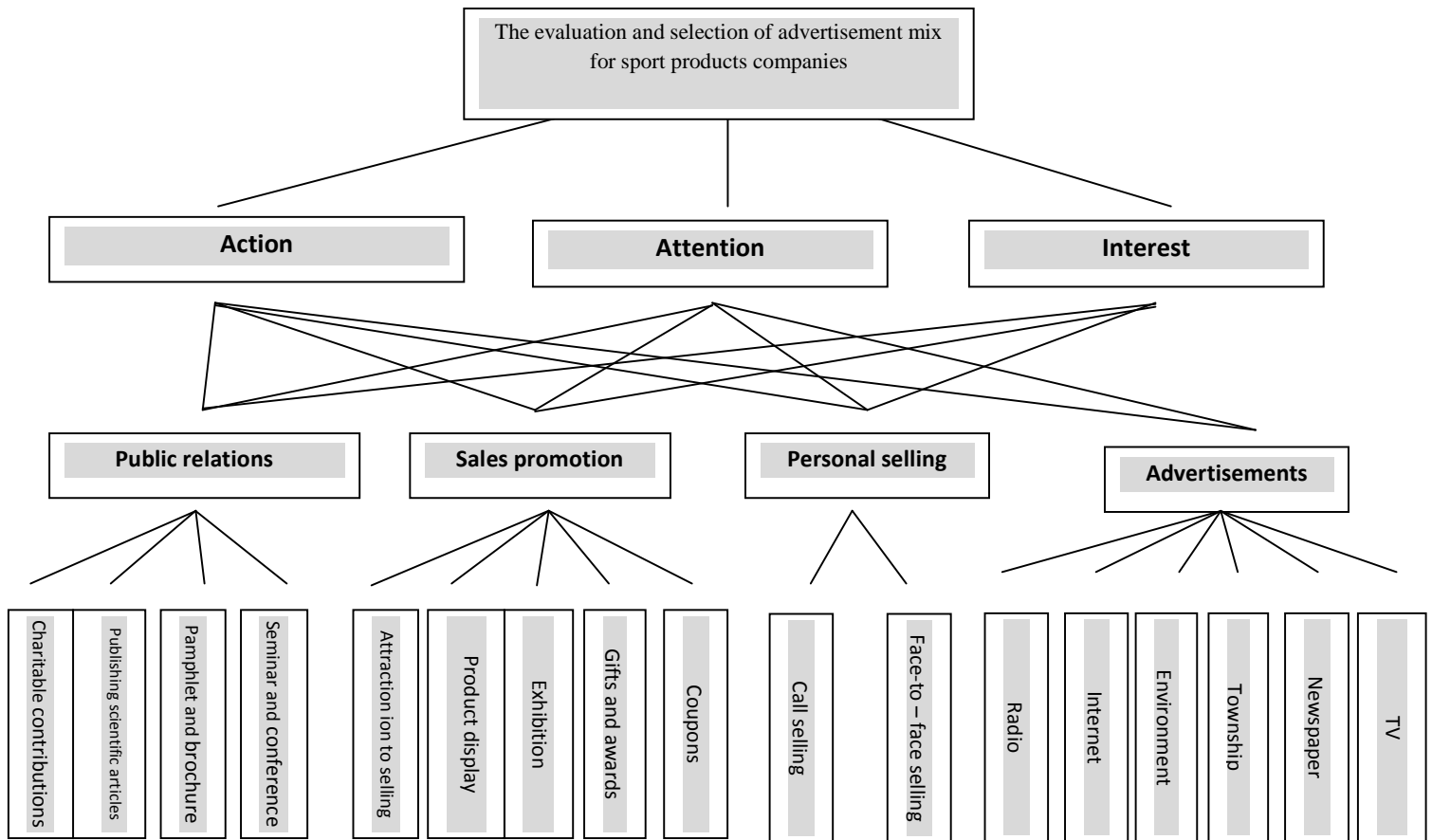


Figure 1: hierarchical decision tree with the final weight of indices and choices

### RESULTS

As it is seen in table [1] , integrated matrices, final weight and inconsistency ratio of advertisement tools, public relations, sales promotion and personal selling. Among advertisement tools, TV with the final weight of [0.522], among public relations tools, seminar and conference with the final weight of [0.657], among sales promotion tools, gifts with the final weight [0.260] and among personal selling tools, face-to –face selling with the final weight [0.841] are more important.

Table [2] shows the final weight of 17 promotional mix choices based on AIDA model. As it is shown attention the audiences comment, advertisement In TV with the final weight of [0.173], from interest TV advertisement with the final weight of [0.142] is important but from action aspect, face-to face selling with the final weight of [0.189] is very important.

Table 3 shows integrated matrices, final weight, inconsistency ratio of promotional mix tools based on AIDA model. As it is seen among promotional mix tools, in terms of attention audiences, advertisement with the final weight of [0.391] is very significant while in terms of interest, sales promotion with the final weight of [0.359] is very significant and in terms of action to purchase, personal selling with the final weight of [0.440] is very significant.

**Table 1: Integrated matrices of paired comparisons and final weight of promotional mix choices**

	advertisement tools	[1]	[2]	[3]	[4]	[5]	[6]	final weight	inconsistency weight
advertisements	TV [1]	1	4.65559	5.6235	6.117	6.84723	6.93833	0.522	0.03
	Newspaper [2]	0.21479	1	1.133	1.47724	3.89646	3.3923	0.144	
	radio [3]	0.1778	0.8821	1	0.1	0.8821	4.21116	0.131	
	environment [4]	0.16347	0.6769	1	1	2.82577	3.7606	0.115	
	magazine [5]	0.4604	0.25664	0.26421	0.35388	1	1.25992	0.046	
	internet [6]	0.1441	0.2947	0.2374	0.2659	0.7937	1	0.041	
public relations	public relations tools	[1]	[2]	[3]	[4]	final weight		0.06	
	Seminar and conference [1]	1		5.01322	7.3952	7.945	0.657		
	publication of scientific articles [2]		0.13522	1	2.43383	5.4146	0.198		
	pamphlet, brochure and book [3]		0.13522	0.41087	1	2.85069	0.097		
sales promotion	charitable contributions [4]		0.1258	0.18468	0.35079	1	0.048	0.03	
	sales promotion tools	[1]	[2]	[3]	[4]	[5]	final weight		
	gifts and awards [1]	1	1.1069	1.1456	1.10757	2.2353	0.260		
	in-store display	0.9034	1	1.0211	1.1245	1.1823	0.217		
	coupons [3]	0.8729	0.9793	1	1.8292	1.8458	0.191		
	exhibition [4]	0.9028	0.8892	0.5466	1	1.3580	0.167		
personal selling	sale force award [5]	0.4473	0.8458	0.3588	0.7363	1	0.165	0.00	
	personal selling tools			[1]	[2]	final weight			
	face-to-face selling [1]			1		5.2851	0.841		
	call selling			0.1892		1	0.159		

**Table [2] final weight of promotional mix choices in AIDA model**

No.	promotional mix choices	attention		Interest		action	
		final weight	Priority	final weight	Priority	final weigh	Priority
1	TV	0.173	1	0.142	1	0.087	2
2	Newspaper	0.129	2	0.060	8	0.040	12
3	environment	0.094	3	0.033	11	0.043	11
4	seminars and conferences	0.074	4	0.053	9	0.060	8
5	gifts	0.066	5	0.102	2	0.072	4
6	pamphlet and brochures	0.055	6	0.016	17	0.016	17
7	radio	0.051	7	0.037	10	0.044	10
8	coupon	0.049	8	0.085	5	0.061	7
9	face-to-face selling	0.044	9	0.084	6	0.189	1
10	publication of scientific articles	0.043	10	0.031	13	0.029	15
11	exhibitions	0.042	11	0.065	7	0.067	6
12	internet	0.040	12	0.032	12	0.038	13
13	magazines	0.048	13	0.023	15	0.032	14
14	in-store display	0.034	14	0.095	4	0.071	5
15	awarding sale force	0.028	15	0.100	3	0.081	3
16	charitable contributions	0.026	16	0.029	14	0.021	16
17	call selling	0.014	17	0.020	16	0.048	9

**Table [3]: Integrated matrices and final weight of promotional mix tools**

	Attention tools	[1]	[2]	[3]	[4]	Final weight	inconsistency weight
Attention audiences	Advertisements [1]	1	1.7056	3.0034	1.6753	0.391	0.08
	public relations [2]	0.5863	1	3.2008	1.4461	0.293	
	Sales promotion [3]	0.3029	0.3124	1	1.5499	0.150	
	personal selling [4]	0.5969	0.6915	0.6452	1	0.166	
interest	interest tools	[1]	[2]	[3]	[4]	final weight	0.02
	sales promotion [1]	1	2.5036	3.0034	1.6753	0.359	
	advertisements [2]	0.5863	1	3.2008	1.4461	0.262	
	public relations [3]	0.3029	0.3124	1	1.5499	0.165	
action	personal selling [4]	0.6959	0.6915	0.6452	1	0.214	0.04
	action tools	[1]	[2]	[3]	[4]	final weight	
	personal selling [1]	1	3.9617	1.5638	2.1401	0.440	
	sales promotion [2]	0.5097	1	1.3334	0.7383	0.204	
	advertisements [3]	0.6394	0.7499	1	1.2311	0.190	
	public relations [4]	0.4672	1.5499	0.8122	1	0.166	

Table 4 shows integrated matrices, final weight and inconsistency ratio of AIDA tools. Results show that attention with final weight of [0.437] is more significant than other AIDA tools.

**Table 4: Integrated matrices of AIDA tools**

AIDA tools	[1]	[2]	[3]	final weight	inconsistency ratio
attention [1]	1	1.4177	1.8543	0.437	0.02
interest [2]	0.7053	1	2.098	0.361	
action ion [3]	0.5392	0.4766	1	0.201	

## DISCUSSION AND CONCLUSION

As it was said in the different parts of the article, the current research aim is to prioritize promotional mix tools based on AIDA model by hierarchal analysis and the results and prioritization of each tools are shown briefly in the followings.

At the second level of hierarchal tree as the indices are compared as paired, the results showed that in AIDA factors, attention has the highest weight in comparison with interest and action that is compatible with the results of most of the researchers [8, 13, 7, 3, 2]. For a long time, the main interest of managers is concentrated production but in the recent decades, informing and giving right information and attracting the attention of customers are more difficult than producing the product itself. Also by increasing production, gradually the gap between production and consumption will increase. Thus, we should convey sale message to near and far markets and introduce their products and advantages. Different studies know increasing the information of customers about the services and products in the market to price, various products and their performance direct and modify perception indices of customers, creating a good image of the company and stating its presence and alarming rivals, modification and removing the negative effects, reduction of anxiety of consumers and creating a good mental image. In the third level, advertisement was significant in comparison with public relations, personal sale and face-to-face selling, respectively and the other researchers also verify this result [18, 20, 17, 13, 8, 7, 7, 6, 5, 3, 2]. The importance of most of the advertisements in comparison with other promotional tools is due to the effective role of advertisement to inform the market about the good and new services, explanation of the commodity or service performance, correcting wrong perceptions, convincing the customer to make a purchase, changing the customers attitudes about the characteristics of commodity or service, reminding the consumer about his need to the commodity or service in near future and reminding the purchase place to the customer .

Considering the researches, we can say that advertisement in the current era is of great importance especially after the extensive growth of technology and advent of new media and applying them have special position and it has increased the people information about new goods and services. So it is recommended to the sport products company's authorities to apply new advertisement tools and new media and attributing more credit for advertisement help the promotion of marketing goals. Also at third level, in terms of attention of audience, advertisement was significant but from interest aspect, sales promotion and from action aspect, personal selling was in the first priority.

At fourth level, among advertisement choices, advertisement by TV was significant in comparisons with other advertisement tools [including newspaper, environment, magazine, internet and radio] that are compatible with the results of other researchers [20, 17, 13, 8, 7, 7, 6, 5, 3, 2, 18]. Although TV advertisement is very costly, its great importance in comparisons with other promotional mix can be due to its extensive coverage, message observance frequency, and its influence method, voice, image and motion combination n and the possible use of color to make especial attraction ion for senses, high access to it, attracting new customers, increasing market share and also fixation of commercial sign at the audience mind. Also in public relation tools, seminar and conference are significant in comparisons with pamphlet, brochure and book, publication of scientific articles and charitable contributions and specific event. High significance of seminar and conference is due to its effective role in attracting the attention, changing the attitude of customers, creating a positive image of the company in audience mind and introduction of new products in comparison with other tools.

Here in sales promotion tools, giving gifts and rewards were significant in comparison with other sales promotion tools [including coupons, exhibition, in-store display and awarding sale force] that are compatible with the results of other researchers [13, 9, 8, 2, 7]. Among face-to face sale tools, personal selling was significant in comparison with

call selling and the studies prove this result [13, 9, 8, 2, 7]. As in personal selling the communication is direct and face-to-face, information exchange about the product, service and the like to the customers for convincing them for purchase is done easily.

Among 17 evaluated tools, promotional mix for attention, interest in the audience of TV advertisement was the most effective tools. But in action to purchase, face-to-face selling is significant among 17 promotional tool choices.

Generally we can say that choosing a good and dynamic promotional mix to promote communicative goals of the organization and promotion of organization products are one of the main challenges of marketing managers. Although communicative and promotional goals of the organization require much attempts, it has many advantages. Competitive advantage is including, selling increase and benefit, saving money, work time and pressure and high loyalty of the customers. Considering the prioritization of promotional mix tools based on AIDA model, it is recommended that managers of sport products companies pay attention to the tools with high final weight during arranging promotional programs. It is worth to mention that during planning for promotion of company products, the planning managers shouldn't have the mistake of the lack of planning about media that are in the lower priority. Because it is possible that the lower priority of some of the media is due to the lack of investment and good planning in this regard.

Finally, it should be said that the important thing in the promotion of different products is using a good promotional mix. So it is recommended to marketing authorizes of these companies to use good promotional mix based on final weight of each choices and prioritization of these tools and internal conditions of the company and the budget.

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