

## THE EXPOSURE OF BAGHDAD SLUM RESIDENTS TO TELEVISION DRUG ADVERTISEMENTS AND ITS TRENDS

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### ABSTRACT

The advancement of science and technology in recent years has led to heavy and diversified production and thus market congestion in various goods and services; which led to an increase of competition among advertisers in order to meet the needs and wishes and to upgrade to the level of consumers. These upgrades have imposed an increase in the usage of the promotions, including advertising in terms of quantity and quality, to influence and persuade customers innovatively and creatively using all available mass media.

The research aims to identify the attitudes of residents of poor areas towards television advertisements for medicines, and the impact of those advertisements on them in terms of making purchase decisions. To achieve the objectives of the research, a stratified random sample (cluster sampling) was selected based on data and statistics taken from the Ministry of Planning (Central Statistical Organization) according to the criteria (governorate, district, district, alley) with a size of 482 males and females. The research has reached a set of results, the most important of which is that 73% of the surveyed sample confirmed that they took slimming drugs, which were identified through television advertisements, and that 54.6% of the sample confirmed that they sometimes believe in what is said about the capabilities of drugs that are announced on screens. TV.

**Keywords:** Exposure, residents of slums, TV pharmaceutical ads, trends.



تعرض سكان الأحياء الفقيرة في بغداد للإعلانات التلفزيونية وتوجهاتها

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## الخلاصة

أدى تقدم العلم والتكنولوجيا في السنوات الأخيرة إلى غزارة الإنتاج وتنوعه وبالتالي ازدحام الأسواق بشتى السلع والخدمات، مما أدى إلى زيادة المنافسة بين المسوقين لتلبية هذه الحاجات والرغبات والارتقاء لمستوى المستهلك، وقد فرضت هذه التطورات تزايداً في استخدام الأنشطة الترويجية ومنها الإعلان من حيث الكم والنوع للتأثير على المستهلك.

يهدف البحث إلى التعرف على اتجاهات سكان المناطق الفقيرة تجاه الإعلانات التلفزيونية عن الأدوية، وتأثير تلك الإعلانات عليهم من حيث اتخاذ قرارات الشراء. لتحقيق أهداف البحث تم اختيار عينة عشوائية طبقية (عينة عنقودية) بناء على بيانات وإحصاءات مأخوذة من وزارة التخطيط (الجهاز المركزي للإحصاء) وفق معيار (المحافظة، المديرية، المنطقة، الزقاق) بلغ حجمها 482 من الذكور والإناث، وقد توصل البحث إلى مجموعة من النتائج أهمها إن 73% من العينة المبحوثة أكدوا أنهم تناولوا أدوية التخسيس، التي تم التعرف عليها من خلال الإعلانات التلفزيونية، وإن 54.6% من العينة أكدوا أنهم يؤمنون أحياناً بما يقال عن إمكانات الأدوية التي يتم الإعلان عنها عبر شاشات التلفزيون. الكلمات المفتاحية: التعرض، المناطق العشوائية، الإعلانات التلفزيونية الدوائية، الاتجاهات.

## INTRODUCTION

The advancement of science and technology in recent years has led to heavy and diversified production and thus market congestion in various goods and services; which led to an increase of competition among advertisers to meet the needs and wishes and to upgrade to the level of consumers. These upgrades have imposed an increase in the usage of the promotions, including advertising in terms of quantity and quality, to influence and persuade customers innovatively and creatively using all available mass media (Fahd 2019).

The mean is the message; indicating that the effectiveness of the message is the effectiveness of the mean and that the success of the message which passes through the mean on television occupies an important place among the mass means of communication, and its relevance to the public audience of different ages, cultures, and their standards of living, in addition to the many advantages it has similarities to other means of communication. (Shaban & Hussein 2018).

## THE METHODOLOGICAL FRAMEWORK of RESEARCH

### Research problem

Drug marketing in this contemporary world is of huge importance that increases day by day. In today's globalization and hard competition at markets and a fast-changing environment, interest has increased in finding new strategies to make drug marketing more effective and reach as many consumers as possible. Therefore, the research problem revolves around identifying the exposure of Baghdad slum residents to television drug advertisement and the trends toward it.

### Research questions

1. How far is the interest with television drug advertisements of Baghdad slum residents?
2. What are the trends of Baghdad slum residents towards television drug advertisements?
3. How does television drug advertisements affect Baghdad slum residents to make purchasing decisions?
4. What is the role of television drug advertisements as an informative source from Baghdad slum residents' point of view?

### Research hypothesis

First hypothesis: there are statistical differences between the intensity of exposure of slum residents to television drug advertisements and purchasing decisions.

Second hypothesis: there are statistical differences between introducing valuable information about medications by television advertisements and purchasing decisions.

### Importance research

1. Television commercials are distinguished by their capabilities of movements, visuals, and audio; which help to influence the consumer more than other types of promotions.
2. Also, those television channels are not subject to any restrictions as in the print media such as newspapers and magazines.
3. This thesis is considered one of the important attempts in the field of knowing the trends of slum residents toward television drug advertisements, as this attempt is characterized by dealing with and expatiating a topic that Iraqi and Arab libraries lack. The studies in this area are rare, as generally the pharmaceutical marketing and particularly drug advertisement is considered contemporary topics, especially in the Arab world.

### Research goals and objectives

1. Understand the interest in television drug advertisements of Baghdad slum residents.
2. Understand the trends of Baghdad slum residents towards television drug advertisements.
3. Identify the influence of television drug advertisements on Baghdad slum residents to make purchasing decisions.
4. Evaluate the role of television drug advertisements as an informative source from Baghdad slum residents' point of view.

### Research method

This research relied mainly on social survey methodology which is considered a huge effort that is organized to obtain data and information about the phenomenon under study in order to find useful evidence.

The researcher has mainly relied on social survey methodology regarding studying the minimum metadata sample of the target statistical population for a specific period of time, through studying Baghdad slum residents who were exposed to television drug advertisements to identify their attitudes towards those drug advertisements.

- **Limitations and areas of research**

The research takes several domains, as the spatial domain of research represented in the televised drug advertisements, while the temporal domain of research represented in the time period from the beginning of December 2020 to the end of March 2021. While the human domain or research represented on a sample of Baghdad slum residents.

- **Research procedures**

The research took several steps and procedures to reach results that can be summarized as follows:

- **Research population**

The research population is Baghdad slum residents, whose population is estimated in accordance with the data, statistics, and information (Central Organization for Statistics/ Ministry Of Planning) which amounted to approximately 4.665.300 million people, according to 2020 estimates.

- **Research sample**

A random stratified sample (cluster sample) was chosen according to data and statistics taken from The Ministry of Planning (Central Organization for Statistics) in accordance

with the criterion (Name of the governorate, District, locality, and alley). The sample size was 482 metadata of males and females.

- **Research tools**

In the context of gathering information about the phenomenon targeted by the research, the researcher relied on a set of tools that are summarized as follows:

a. First: Scientific Observation:

The researcher used it in the context of sensing the problem regarding the target phenomenon under study. Recording the observations and indicators that most stand out about the phenomenon under study with the purpose of reflecting and forming it in the questions of the form.

b. Second: The Interview:

The researcher relied on the scientific interview with the aim of clarifying and explaining some of the questions for the respondents and explaining some of the problems encountered in the process of filling out the form among the respondents.

c. Third: The Form:

The research sought to reveal the exposure of Baghdad slum residents to television drug advertisement and its trends with the aim of reaching the most prominent results by creating a form targeting most of the indicators and observations that were found through scientific observation as well as the initial questionnaire distributed by the researcher which contained (3) open-ended questions to identify the most prominent indicators and ideas about the phenomenon.

The final questionnaire included (6) closed-ended questions that were statistically reformed according to the advanced statistical system SPSS.

Consisted of two perspectives:

The first perspective was represented by the demographic characteristics of the respondents, while the other perspective was represented by the main questions of the research that included several perspectives represented by what is the extent of exposure to television drug advertisements?

Are you convinced of the content of the television drug advertisements?

Does television drug advertisements encourage the sample to purchase?

Testing research hypothesis.

d. Fourth: The Scale of measurement:

The scale that was used to measure the severity of some of the situations and expressions that the respondents are exposed to day by day as a result of their exposure to television drug advertisements, also it may be of different measures according to the question such as a triple scale based on paragraphs and answers.

- **The validity and reliability**

The researcher relied on validity when he expresses the extent to which expert arbitrators agree that the scale or the tool with which the researcher measures the objectives of the research is valid to achieve the purpose for which that tool was prepared to achieve.

The form was presented to three experts in the area of expertise to judge its validity.

Expert arbitrators who had presented the form indicated its validity for application and that it indeed measures what the researcher wants to evaluate.

By giving a number of notes and methodological opinions the percentage consensus about this form was 97.66%, which is considered a high percentage.

As for the calculation of reliability, the researcher used the method of split-half to ensure a high degree of internal reliability in order to establish the results convention.

The idea of split-half is based on splitting the test items into arbitrary halves for the purpose of establishing reliability. In this way, all 482 sample member forms were used for slum residents exposed to television drug advertisements.

The scale's items which are 12 items were divided into a part containing individual items.

Pearson correlation coefficient was extracted among the grades 0.71 and by using the Spearman-Brown prediction formula, the reliability factor in this way reached 0.86, a highly stable reliability factor.

- **Research conceptual framework**
- **Television advertisement**

It is a collection of information or data on a number of goods or products displayed by the television channel within its schedule of programs that take various forms for the purpose of promoting these goods, products or services. (Akhtar & Kanpurwala 2015).

- **Slum areas**

It is an unsystematic residential area built mostly without a permit. It lacks the most basic life necessities, such as clean water supply, reliable electricity and other basic living necessities (Shahwan *et al.*, 2020).

- **Research theories**

#### **The theory of public reliance on the media**

The study of the exposure of Baghdad slum residents to television drug advertisements and its trends is related to the theory of public reliance on the media.

In accordance with the correlation between the media and other social systems, the public seeks to establish a correlation between it and the information system provided in satellite channels to understand and observe the surrounding environment, and knowing how to deal with situations and events.

The public depends on satellite channels as a source of information, acquiring knowledge, and meeting needs (Carter & Marshall 2007).

The reliance on the media means the degree to which the public relies on a particular medium as a source of information about the raised issues and events. Reliance on a method is not related to its use as the individual may spend a long time using a particular medium while relying on another as a source of information. The use means the follow-up rate, but the reliance means the degree of public preference for one medium over another. It also means the importance of this medium to the public, and the extent of its preference among other media (Makkawi 2004).

This attention and preference generate a solid relationship relied on the public's trust in this medium.

From this standpoint, the theory tries to explain why and when individuals are exposed to a certain channel alone, and understand the relationship between the medium and the public, and focus on answering the questions: Why does the public follow the media?

What goals does it seek to achieve?

It also explains where individuals use this channel as a viewing pattern to achieve and satisfy personal needs that are not carried out independently of the effects of social factors and the environment in which the individual lives.

This theory assumes that when social change and conflict are high, the existing social institution, beliefs, and practices that face the challenge force individuals to reassess their views, change their attitudes, and put them in front of several options (Majid 2019).

The theory of reliance works for the purpose of achieving the required influence within the following phases:

**First Phase:** Includes the active audience who chooses the content or medium in accordance with certain controls and motives, and is therefore different from the average audience whose motives are aroused with the aim of being exposed or permanently removed from the process.

**Second Phase:** This phase depends on the audience expectations, the more the individual's expectations to receive useful information increase, the greater the cognitive and emotional arousal indicates that the greater the degree of assimilation and integration with the media, the greater the possibility of influencing behaviors and forming attitudes and perceptions towards issues and events. Usual towards participation, and hence the increased percentage of exposure to the media.

**Third Phase:** This phase depends on the level of the audience's assimilation of information. The more the audience expects to receive useful information, the greater the level of their understanding of information, and hence the stronger their reliance on the media.

**Fourth Phase:** It indicates that the more assimilation and integration with the media, the greater the likelihood of influencing behaviors and shaping trends and visions towards issues and events (Al Kaabi 2020).

#### Field study

A field study was conducted on a sample of the public in Baghdad to study the audiences exposure to the television advertisements of pharmaceutical products and their trends in order to determine the rate of exposure of the public to the television advertisements. a random sample was selected from the city of Baghdad (the city center and the outskirts) and according to the research community and the variance in the age, social cultural ,educational and livelihood level (Table 1).

**Table (1):** Description of the research sample.

Personality Traits		Quantity	(%)
Type	Males	231	47.9
	Females	251	52.1
Sample by variable	From (18-35) years old	146	30.3
Age levels	From (36-50) years old	184	38.2
	From 50 years and over	152	31.5
	Bachelor's degree	100	20.7
Educational levels	Diploma Certificate (Institute)	119	24.7
	Intermediate school certificate	142	29.5
	Illiterate	121	25.1
Economic and social level	Low	247	51.2
	Average	124	25.7
	High	111	23.0
Total = 482			

#### The extent of exposure to television drug advertisements:

With a view to the extent of exposure to television drug advertisements, the results were as follows:

Always by 42.1%: 203 of the respondents with a percentage of 42.1% Said that they are always exposed to television drug advertisements, so this choice ranked first.

The other categories came in accordance with frequencies and percentages and respectively, (Table 2).

**Table (2):** Distribution of respondents according to the exposure to television drug advertisements.

Variables	Frequency	(%)
Always	203	42.1
Sometimes	178	36.9
Scarcely	101	21.0
Total	482	100

The impact of television drug advertisements on health awareness:

In this context, the question: to what extent does the television drug advertisements affect health awareness? Was asked, and the results were as follows:

Recognizing the medical benefits of advertised drugs through television advertising by 97.7%: 471 respondents with the percentage of 97.7% said that the impact of television drug advertisements on health awareness is recognizing the medical benefits of advertised drugs through television advertising.

While 256 of the respondents with a percentage of 53.1% confirmed that recognizing the side effects of advertised drugs more than the undeclared drugs is the effect of television drug advertisements on health awareness. Other categories came according to the frequencies and percentages as in the (Table 3).

**Table (3):** Distribution of respondents according to the impact of television drug advertisements on health awareness (n = 482).

Variables	Frequency	(%)
Realizing the medical benefits of television drug advertisements	471	97.7
Television advertising increases the awareness of medical benefits	169	35.1
Realizing the side effects of the advertised drugs more than the undeclared drugs	256	53.1
Realizing drug interactions for advertised drugs more than the undeclared drugs	210	43.6

The conviction of television drug advertisement's content:

The question: are you convinced with the content of the television drug advertisement? was asked, and the results were as follows:

186 respondents with the percentage of 38.6% confirmed that they are convinced of the television drug advertisement's content, thus this choice ranked first (Table 4).

**Table (4):** Distribution of respondents according to the conviction of television drug advertisement's content.

Variables	Frequency	(%)
Yes	186	38.6
To some extent	172	35.7
No	124	25.7
Total	482	100

The influential role of television drug advertisements on the respondents to make purchasing decisions:

In order to find out the extent to which television drug advertisements influence individuals to make purchasing decisions, a question: Does the television drug advertisements influence the respondents to make purchasing decisions? Was asked and the results were as follows:

210 respondents with a percentage of 43.6% confirmed that the television drug advertisements them to make purchasing decisions. Thus this choice ranked first (Table 5).

**Table (5):** Distribution of respondents according to the influence of the television drug advertisements on the respondents to make purchasing decisions.

Variables	Frequency	(%)
Yes	210	43.6
To some extent	160	33.2
No	112	23.2
Total	482	100

The areas of usage of the drug and medical products advertised on the televisionA question was asked (What are the areas of use of drug and medical products advertised on the television?) the results were as follows:

352 respondents with a percentage of 73.0% confirmed that they used slimming drugs as the most common areas of usage for drug and medical products advertised on the television. Thus this choice ranked first (Table 6).

**Table (6):** Distribution of respondents according to the areas of use of drug and medical products advertised on the television (n = 482).

Variables	Frequency	(%)
Used slimming drugs	352	73.0
Used steroids	156	32.4
Used infertility drugs	262	54.4
Tried medical cosmetics	266	55.2
Used baldness drugs	301	62.4
Took diabetes drugs	319	66.2

1. Factors that influence the respondents' purchasing decisions:

In order to identify the factors that influence the purchasing decision of the respondents, the results were as follows:

The actual price of the drug in the market by 75.5%: 364 of the respondents with the percentage of 75.5% that the actual price of the drug in the market is the most influencing factor in their purchasing decision. Thus this choice ranked first and the other categories came according to the frequencies and percentages, respectively (Table 7).



**Table (7):** Distribution of respondents according to the factors that influence the respondents' purchasing decisions.

Variables	Frequency	(%)
the veracity of the information provided in the television advertisement	166	34.4
the accuracy of the information provided in the television advertisement	215	44.6
the clarity of the information provided in the television advertisement	219	45.4
The actual price of the drug in the market	364	75.5
The type of source of information presented in the advertisement	205	42.5

The extent of the veracity of what is reported about the capabilities of the drugs that are advertised:

To identify the extent of the veracity of what is reported about the capabilities of the drugs that are advertised, the results were as follows:

Sometimes at a rate of 54.6%: 263 of the respondents with the percentage of 54.6% confirmed that sometimes what is said about the capabilities of the drugs that are advertised, is true. Thus this choice ranked first and the other categories came according to the frequencies and percentages, respectively, for more see the table below.

**Table (8):** Distribution of respondents according to the extent of the veracity of what is reported about the capabilities of the drugs that are advertised.

Variables	Frequency	(%)
Always	100	20.7
Sometimes	263	54.6
Scarcely	119	24.7
Total	482	100

### First hypothesis results

T-value shows the differences between the intensity of exposure of Baghdad slum residents to television drug advertisements and making purchasing decisions.

The intensity of exposure of Baghdad slum residents to television drug advertisements		Making purchasing decisions		T-value	Significance Level
m	s	m	s		
2.19	1.562	1.66	1.215	25.652	0.01 function

The previous table indicates that there are statistically significant differences between the intensity of exposure of Baghdad slum residents to television drug advertisements and making purchasing decisions, As the **T-value =25.652 which is a statistical function on significance level =0.01**

Therefore, the first hypothesis is proven correct, there are statistically significant differences between the intensity of exposure of Baghdad slum residents to television drug advertisements and making purchasing decisions.

### Second hypothesis results

T-value shows the differences between the useful information a television advertisement provide about drugs and making purchasing decisions.

The useful information a television advertisement provide about drugs		Making purchasing decisions		Calculated T-value	Significance Level
m	s	m	s		
2.61	0.168	1.56	0.203	26.562	0.01 function

The previous table indicates that there are statistically significant differences between the useful information a television advertisement provide about drugs and making purchasing decisions, As the T-value =26.562 which is a statistical function on significance level =0.01 Therefore, the second hypothesis is proven correct, there are statistically significant differences between the useful information a television advertisement provides about drugs and making purchasing decisions.

## CONCLUSION

- 1-The results show that the public follows the TV promotion well due to the attractions and desires used in the promotion programs and advertisements for medicines.
- 2- Access to information is one of the main motivations of the sample from exposure to pharmaceutical TV ads and this indicates that they want to know more information provided by pharmaceutical ads during their exposure.
- 3- The majority of the sample prefers to see drug ads that promote and provide information about drugs.
- 4- Drug promotion programmers are not targeted at a particular type of audience and are not concerned with gender, but are aimed at both men and women.
- 5- Promotion programs use different persuasions to attract the public and the use of doctors and specialists is the most convincing means of the sample and therefore the public's confidence in the information provided increases, so promotion programs depend on their use.
- 6 - The results show that sample trends towards pharmaceutical TV ads for pharmaceutical products have given high indicators and responses, indicating the good impact of pharmaceutical TV ads on the public in various sectors.
- 7 -The existence of a statistically significant correlation between demographic variables (gender and age) towards exposure to television pharmaceutical ads for pharmaceutical products, except for the educational level that gave a statistically non-dal indicator and this indicates that type and age affect the level of exposure.

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