

THE ATTRACTIONS ELEMENTS OF TELEVISION ADVERTISING AND THEIR RELATIONSHIP TO CONSUMER PREFERENCE

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ABSTRACT

The research aims to study the elements of attraction in television advertising and determine their relationship to consumer preferences, the extent to which the sample (250) watches television advertisements, and the motives for viewing. Males and females, and the statistical program spss was used to analyze the results using percentages, arithmetic mean, correlation coefficients ch^2 , Pearson's coefficient and Alpha Cronbach for the stability of the test, and the research came to the conclusion that the percentage of watching television advertisements is good motivated by the identification of new goods and services in the market, as advertisements sometimes achieve consumer preferences, and the most prominent The forms that appeal to the sample are the lyrical form in the presence of favorite stars and celebrities as they are the most attractive methods in advertisements, and we found that the relationship is not significant between the motives for viewing advertisements and achieving consumer preferences. between the methods of attraction in advertising and the extent to which the advertisement achieves the preferences of the to a consumer.

Keywords: Television, Advertising, Consumer, Attraction, Elements.

عناصر الجذب في الاعلان التلفزيوني وعلاقتها في تفضيلات المستهلك

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الخلاصة

يهدف البحث الى دراسة عناصر الجذب في الاعلان التلفزيوني وتحديد علاقتها في تفضيلات المستهلك، ومدى مشاهدة العينة للإعلانات التلفزيونية، والدوافع من المشاهدة، وأجريت لهذا الغرض دراسة ميدانية استخدمت استمارة الاستبانة كأداة للبحث ووزعت على عينة عشوائية مكونة من 250 فردا من طلبة جامعة بغداد من الذكور والاناث، واستخدم البرنامج الاحصائي spss لتحليل النتائج باستخدام النسب المئوية والوسط الحسابي ومعاملات الارتباط ch^2 ومعامل بيرسون والفا كرونباخ لثبات الاختبار، وتوصل البحث الى نتيجة ان نسبة مشاهدة الإعلانات التلفزيونية جيدة بدافع التعرف على السلع والخدمات الجديدة في السوق إذ انها الإعلانات أحيانا تحقق تفضيلات المستهلك، وبرز الاشكال التي تستهوي العينة هي الشكل الغنائي بوجود النجوم والمشاهير المفضلين كونها اكثر أساليب الجذب في الإعلانات، ووجدنا ان العلاقة غير دالة بين دوافع مشاهدة الإعلان وتحقيق تفضيلات المستهلك، يوجد فروقات في المتغيرات الديموغرافية للعينة باستثناء متغير النوع نحو مدى مشاهدة الإعلان التلفزيوني، وان العلاقة ضعيفة احصائيا بين أساليب الجذب في الإعلان ومدى تحقيق الإعلان لتفضيلات المستهلك.

الكلمات المفتاحية: التلفزيون، الإعلان، المستهلك، الجذب، عناصر.



INTRODUCTION

Television advertising has become a part of our contemporary daily life, as we live in a consumer society for the products offered by the producing companies, as advertising has become an economic necessity for promotion and marketing and provides us with the information we need. Modern and ball design and presentation of advertisements and the diversity of ideas that attract consumer interest, in addition to the importance of television as an advertising medium that has a large viewership.

This research is concerned with studying the elements of attraction in television advertising and their relationship to consumer preferences. It is divided into several dialogues, which are the axis of demographic data, the axis of watching TV advertisements, and the axis of measuring the relationship of the elements of attraction in advertising and consumer preferences.

FIRST: METHODOLOGY OF RESEARCH

Research problem

The research problem is defined in the following questions:

What are the elements of attraction in television advertising and their relationship to consumer preferences?

- How often does the sample watch TV ads?
- What are the sample's motives for watching TV ads?
- What are the artistic forms that the sample sees in television advertisements?
- How well do television advertising fulfill consumer preferences?
- What are the methods of attraction in TV ads?
- What is the relationship between advertising and consumer preferences?

Research importance

The importance of this study comes in the following:

- The lack of studies conducted on the elements of attraction in television advertising, as most studies focused on the impact of advertising on consumer behavior, and other studies focused on the analytical study of the contents of advertising.
- The importance of the subject of television advertising comes as a result of the increase in the number of advertisements offered by satellite TV and the tremendous development in the formulation, writing, implementation and directing of advertisements in a way that affects consumer behavior and purchasing decisions.
- TV advertising is an important media material as it targets large segments of consumers, and it is also one of the tools adopted to promote products and contribute to economic development.
- The importance of the research comes in knowing the relationship between the elements of attraction in television advertising and consumer preferences and the extent to which they achieve consumer preferences.
- The importance of studying advertising in its various fields, as it is an influential tool in consumer purchasing decisions and trends towards what is available in the local market.
- Providing an addition to the literature related to advertising studies and to provide a start for subsequent studies in the same field.

Search objectives

1. Determining the attractive elements of television advertisements.
2. Determining the relationship between the elements of attraction in television advertisements and consumer preferences.
3. Clarify the extent to which the sample watched television advertisements.
4. Clarify Al-Abnah's motives for watching television advertisements.
5. Determining the artistic forms that the sample sees in television advertisements.
6. Knowing the extent to which television advertisements achieve consumer preferences.

Search hypotheses

The first hypothesis: There is a significant correlation between the methods of attraction in advertising and the extent to which the advertisement achieves consumer preferences.

The second hypothesis: There is a significant correlation between the motives for viewing advertisements and the achievement of consumer preferences.

The third hypothesis: There are differences in the demographic variables of the sample towards the extent of watching television advertisements.

Search Variables

Table (1): Search Variables.

Independent variable	Mediating variable	Dependent variable
TV advertising	Demographic variables	Consumer

Research methodology

The research adopted the descriptive survey method, which is the most appropriate type of research approach, which is characterized by collecting data on the phenomenon under study, and it is characterized as a scientific effort to obtain information, descriptions and data of the phenomenon under study, as it is a means of analyzing and interpreting the current situation, and is interested in studying a large sector of society with the aim of obtaining Data, its classification and interpretation.

Research community and sample

The research community is determined in the city center of Baghdad, and a sample of the public consisting of (250) male and female students of the University of Baghdad was selected.

Search tool

The questionnaire was used as a research tool because it makes it easier for the researcher to identify the characteristics, opinions and trends of the respondents, and it was divided into the axis of demographic characteristics, the axis of watching television advertisements on Arab satellite channels, and the axis of the relationship between television advertising and consumer preferences. (agree, neutral, disagree).

Search limits

Spatial boundaries: The spatial boundaries were represented in the faculties of the University of Baghdad.

Time limits: The time limits for research extended during the period 1/1/2021- 31/12/2021.

Stability analysis

The stability of the statistical analysis of the questionnaire data was tested by using the Alpha Cronbach coefficient and its value is equal to (78.00), which is a good percentage of the reliability of the test.

Statistical methods

The statistical program spss and the statistical tables for frequencies and percentages, extraction of the mean, standard deviation, Pearson's correlation coefficient, and the value of the χ^2 test, were used, and for the reliability of the test, the Alpha Cronbach test was used.

Definition of terms

Consumer: The person who purchases products and goods that satisfy his needs and desires for personal use or for others, and goes through three stages: the pre-purchase stage, the purchase decision stage, and the actual purchase stage (**Al-Majni & Ammar 2020**).

Attraction: It is defined as focusing the mind on something, and there are several factors that help to attract attention, such as the design, images, colors and form of the advertisement, and it is important to focus attention on the advertisement and achieve its awareness (**Ezzat 2017**).

Theoretical framework

Advertising is a paid way to gain public satisfaction to sell a commodity or provide a service or an idea, and it is one of the media activities that profit and non-profit institutions and companies rely on to promote their products (**Awad 2011**).

Advertising is one of the communicative activities with the aim of delivering the sales message to the consumer in order to influence him and convince him of the service or commodity and to achieve profits, or to obtain community support by conveying an idea to the consumer (**Barghout 2015**).

In contrast to the services provided by the advertisement for the advertised commodity, it activates and consolidates consumerism among individuals and increases purchase and spending (**Shaban & Jaber 2017**).

Advertising is one of the elements of the promotional mix that has the ability to influence the consumer in making the purchasing decision according to the desires of the product or advertiser (**Labza 2015**).

Television advertising is broadcasting various technical messages from television with the aim of advertising a good or service to the consumer audience (**Al-Hadidi 2015**), and television advertising leaves mental effects that affect consumer behavior and make him adopt attitudes towards the good or service provided in the advertisement, so the advertiser must realize the stages The consumer's purchasing decision goes through (**Bosnina 2016**).

among the characteristics of television advertising:

- Creativity and influence: It is characterized by creativity and influence as it uses image, sound, movement, colors and modern techniques available in design and directing (**Faraj Al-Din 2005**).
- Coverage and cost-effectiveness: It is characterized by the possibility of reaching the largest possible number of the audience, and thus the advertiser guarantees that it will reach the largest number of consumers.
- Selectivity and flexibility: It allows the viewer the freedom to choose when to watch the ad.
- Impersonal: TV advertising uses various means indirectly from the advertiser to the consumer.

- Using different artistic templates in order to attract the attention of the consumer and arouse his interest.

Television is distinguished by its image and sound, which makes it close to the viewer and its ability to gather the family around it, which earns it the public character and attracts attention for presenting the advertisement in an interesting and attractive way (**Ghazal 2011**).

Television was used as an advertising medium because of its characteristics and advantages that make it unique from the rest of the other means (**Al-Ghamrawi 2010**).

TV advertising elements

Television advertising includes many elements, including the visual elements that are seen on the television screen, which are decorations, fashion, advertising providers, and colors that need development and innovation, accompanied by sound that includes human voice, music and sound effects, and the advertising message in terms of choosing the title and prelude to the advertisement and the content of the advertisement topic and its conclusion that It pushes the viewer to become attached to the advertisement and repeat its words (**Ashouri 2017**).

The advertisement aims to achieve the following: (**Abed 2010**)

1. Achieving an increase in the percentage of sales of the commodity.
2. Draw the public's attention to the commodity or idea to stimulate their purchasing desire.
3. Introducing a new product and its characteristics and advantages.
4. Changing consumer trends and forming trends towards a particular commodity.
5. Providing instructions to the consumer about the advantages and benefits of the commodity and how to use it.
6. Facilitating the selection process for the consumer among the different commodities in the market.

The advertisement aims to achieve the following: (**Al-Adly 2014**)

- Alert the consumer to the commodity and urge him to increase the purchase of the commodity.
- Achieving consumer loyalty to the company's product and forming a positive interest in its products.
- Introducing the consumer to the commodity and introducing him to its characteristics, ways of using it, its advantages, and the offers available for the product.
- Persuading the consumer to buy and acquire goods and products through persuasion methods.

Achieving an increase in the sales of the producing company.

Advertising is the most important elements of the marketing mix and its importance in promoting goods and influencing the purchasing decision of the consumer and contributes to directing his ideas and opinions.

PRACTICAL SIDE

First: Demographic data for the sample

Table (2): The sample description.

Details	Categories	Number	(%)
Type	Males	116	46.4
	Female	134	53.6
Age categories (year)	18-21	54	21.6
	25-22	73	29.2
	29-26	48	19.3
	30 or more	75	30
Educational attainment	Bachelor of	42	16.8
	Higher Diploma	67	26.8
	Master's	83	33.2
	PhD	58	23.2

The (Table 2): shows the demographic characteristics of the sample, as the highest percentage of the sample is females, with a total of (134) with a percentage of (53.6%), while the percentage of males is (116) with a percentage of (46.4%). As for the age groups of the sample, the group (30 or more) constituted (30%). With a total of (75), the age group (22-25) got a percentage of (29.2%), and the group (21-18) got a total of (54) with a percentage of (21.6%), and the group (26-29) came with a percentage of (19.3%) with a total of (48), as for the sample's academic achievement, the majority of the sample are from holders of a master's degree with a total of (83) with a percentage of (33.2%), followed by those with a higher diploma with a total of (67) with a percentage of (26.8%), and the percentage of those with a bachelor's degree (16.8%) with a total of (42).

Second: Watching TV commercials

How often do you watch TV ads

Table (3): How often the sample watched TV ads.

How often do you watch TV ads	Repetitions	(%)
Always	90	36
Sometimes	142	56.8
Scarcely	18	7.2
Total	250	100

The (Table 3): shows that the majority of the sample sometimes watch TV advertisements with a percentage (56.8%) of a total of (142), while they always watch (36%) with a total of (90), while a total of (18) with a percentage of (7.9%) rarely watch TV advertisements.

Motives for watching TV ads

Table (4): Sample viewing motives for TV advertisements

Motives for watching TV ads	Repetitions	(%)
Getting information	46	18.4
Pass the time	42	16.8
Entertainment and entertainment	38	15.2
Learn about new goods and services in the market	73	29.2
Find out more about the item I want to get	51	20.4
Total	250	100

The (Table 4): shows that the majority of the sample is motivated to watch TV ads (to learn about new goods and services in the market) with a percentage of (29.2%) with a total of

(73), and a motivation to (know more about the commodity that I want to get) is (20.4%) with a total of (51).), as for the (obtaining information) motive, (18.4%) played with a total of (46), and (16.8%) came with a total of (42) watching with the motive of spending time, and the lowest percentage of entertainment and entertainment motive (15.2%) with a total of (38)).

The artistic forms that the respondents saw in the TV commercial

Table (5): The artistic forms that the respondents saw in the television advertisement.

Artistic forms used in advertising	Repetitions	(%)
Music	61	24.4
Lyric	83	33.2
Analog	67	26.8
Animation	13	5.2
Interpersonal dialogue	12	4.8
Voice commentary	14	5.6
Total	250	100

The (Table 5): shows the artistic forms in the television advertisement that the lyrical form got the highest percentage (33.2%) with a total of (83), while the representative form came in by (26.8%) with a total of (67), while the musical form got the percentage (24.4%) with a total of (61). The voice comment got a percentage (5.6%) with a total of (14), and the animation form got a percentage (5.2%) with a total of (13), and the form of dialogue between people got a percentage (4.8%) with a total of (12).

The extent to which television advertising fulfills consumer preferences

Table (6): The extent to which television advertising achieves consumer preferences.

Advertising fulfills consumer preferences	Repetitions	(%)
Always	86	34.4
Sometimes	124	49.6
Not achieve	40	16
Total	250	100

The (Table 6): shows the extent to which advertising achieves consumer preferences. The majority of the sample answered that advertisements sometimes achieve consumer preferences by (49.6%) with a total of (124), and that (34.4%) with a total of (86) always answered that advertisements achieve consumer preferences, and (16%) answered with a total (40) Advertisements do not satisfy consumer preferences.

Attractive techniques in TV ads

Table (7): Methods of attraction in TV ads.

Attractive techniques in ads	Repetitions	(%)
Advertisement design in a distinctive and attractive	46	18.4
Having favorite stars and celebrities	67	26.8
The topic includes a new idea that is fun	19	7.6
The use of attractive images and colors in television advertising	64	25.6
Repeat advertising more than once in the same day	18	7.2
The credibility of the information provided by the advertisement	36	14.4
Total	250	100

The (Table, 7): shows the methods of attraction in advertisements. The presence of favorite stars and celebrities is one of the preferred methods for the sample with a percentage of (26.8%) and a total, followed in order by the use of attractive images and colors in television advertisements with a percentage of (25.6%) with a total of (64), and a percentage of (18.4%).

With a total of (46) advertisement design in a distinctive and attractive way, as for the credibility of the information provided by the advertisement, it obtained a percentage (14.4%) with a total of (36), and it obtained a percentage (7.6%) with a total of (19) the topic includes a new idea that is fun, and the repeated presentation of Advertising more than once on the same day by (7.2%) with a total of (18).

Third: Measuring the relationship of attractions in advertising and consumer preferences

Table (8): Measuring the relationship of advertising attractions and consumer preferences.

The arithmetic	I agree (%)	Neutral (%)	I don't agree (%)
Advertising presents consumer needs for goods and services	45.6	28.8	25.6
Advertising stimulates the desire to buy and acquire goods	40	35.2	24.8
By advertising, you get what you want from goods and services	40.4	27.2	32.4
A good way to get the information you are looking for	49.6	26.8	23.6
Ads contribute to identifying the types of brands and choosing the best ones	56.4	24.8	18.8
The advertisement raises the desire to buy products that you do not need	47.6	24.4	28
Ads do not provide real information	34.4	37.2	24.4
Advertising influences the purchasing decision of the consumer	40	31.2	28.8
The advertisement uses an attractive and distinctive rhythm	47.2	27.6	25.2
The ad design is consistent, attractive and fun	35.2	27.2	37.6
The ad provides a useful explanation of alternative products	37.2	24	38.8
Ads take a long time to display, which leads to boredom	48.8	30.4	20.8

The (table, 8): shows that the percentage of agreement with the phrase (advertisement provides the consumer's needs of goods and services) is (45.6%), while the phrase (advertisement stimulates the desire to buy and acquire goods) obtained a percentage (40%), and the phrase (you get through advertising what you want of goods and services) the percentage of agreement on it was (40.4%), and the phrase (a good way to get the information you are looking for), the percentage of agreement on it (49.6%), and the percentage of agreement on the phrase (advertisements contribute to identifying the types of brands and choosing the best ones) equal to (56.4%), and as for the phrase (advertisement raises the desire to buy products that you do not need), the percentage of agreement is (47.6%), and as for the phrase (advertisements do not provide real information), the percentage of neutrals is (37.2%), and the percentage of agreement is equal to the phrase (Advertising affects the purchasing decision of the consumer) (40%), and the phrase (the advertisement uses an attractive and distinctive rhythm) equals the percentage of agreement on it (47.2%), and the results indicate that the percentage of disagreement with the phrase (advertisement design is consistent, attractive and interesting) equals (37.6%). Also, the percentage of disagreement with the phrase (the advertisement provides a useful explanation for alternative products) is (38.8%), or a statement (advertisements take a long time to display leads to boredom), the percentage of agreement with them is (48.8%).

Arithmetic mean of the relationship of advertising attractions and consumer preferences**Table (9):** Relationship between advertising attractions and consumer preferences.

The arithmetic	Mean	Standard deviation
Advertising presents consumer needs for goods and services	2.200	0.821
Advertising stimulates the desire to buy and acquire goods	2.152	0.792
By advertising, you get what you want from goods and services	2.080	0.851
A good way to get the information you are looking for	2.260	0.816
Ads contribute to identifying the types of brands and choosing the best ones	2.376	0.782
The advertisement raises the desire to buy products that you do not need	2.196	0.848
Ads do not provide real information	2.060	0.791
Advertising influences the purchasing decision of the consumer	2.112	0.823
The advertisement uses an attractive and distinctive rhythm	2.220	0.823
The ad design is consistent, attractive and fun	1.976	0.854
The ad provides a useful explanation of alternative products	1.984	0.873
Ads take a long time to display, which leads to boredom	2.280	0.787

The results of the (Table 9) indicate the value of the arithmetic means of the measure of advertising relationship and consumer preferences, as the arithmetic mean value of the phrase (advertisement provides the consumer's needs of goods and services) is equal to (2.200), which is greater than the value of the hypothetical mean, the value of the standard deviation (0.821), and the value of the arithmetic mean of the phrase (Advertising stimulates the desire to buy and acquire goods) equal to (2.152) and the value of the standard deviation is (0.792), as for the phrase (you get through advertising what you want from goods and services), the value of the arithmetic mean is equal to (2.080) and the standard deviation is (0.851), and the value of the mean The arithmetic mean of the phrase (a good way to get the information you are looking for) is (2.260) and the standard deviation is (0.816), and the arithmetic mean value of the phrase (advertisements contribute to identifying the types of brands and choosing the best ones) which is greater than the hypothetical mean value is (2.376) The value of the standard deviation is (0.782), and as for the phrase (advertisement raises the desire to buy products that you do not need), the arithmetic mean value is (2.196), which is greater than the value of the hypothetical mean, and the standard deviation value is (0.848), and the arithmetic mean value of the phrase (T He saw that advertisements rarely provide real information) equal to (2.060), which is greater than the value of the hypothetical mean, and the value of the standard deviation is (0.791), and the phrase (advertisements affect the purchasing decision of the consumer) its arithmetic mean value is (2.112), which is greater than the value of the mean The hypothetical and standard deviation is equal to (0.823), and the arithmetic mean value of the phrase (advertisements use an attractive and distinctive rhythm) is equal to (2.220), which is greater than the value of the hypothetical mean and the standard deviation value is equal to (0.823). It is equal to (1.976), which is greater than the value of the hypothetical mean, and the value of the mean standard deviation is (0.854), and the value of the arithmetic mean for the phrase (advertisements provide a useful explanation of alternative products) is equal to (1.984), which is greater than the value of the hypothetical mean, and the value of the standard deviation is (0.873), and that the phrase (advertisements take a long time to display leads to boredom) whose arithmetic mean value is (2.280), which is greater than the hypothetical mean value, and the standard deviation value is (0.787).

Hypothesis test

The first hypothesis

There is a significant correlation between the methods of attraction in advertising and the extent to which the advertisement achieves consumer preferences

Table (10): The relationship between the methods of attraction in advertising and the extent to which the advertisement achieves consumer preferences.

Pearson correlation coefficient value	Significance level p-value	Level of morale	Relationship type
0.010	0.872	0.005	Nonfunction

The (Table 10) shows the type of relationship between the methods of attraction in advertising and the extent to which the advertisement achieves consumer preferences, as the value of the Pearson correlation coefficient is (0.010) and the significance value is (0.872), which is higher than the significance value (0.005), which indicates that the relationship is not significant and there is no relationship between The methods of attraction in advertising and the extent to which the advertisement achieves consumer preferences.

The second hypothesis

There is a significant correlation between the motives for viewing advertisements and the achievement of consumer preferences

Table (11): The relationship between the motives for viewing advertisements and achieving consumer preferences.

Pearson correlation coefficient value	Significance level p-value	Level of morale	Relationship type
0.085	0.182	0.005	nonfunction

The results of the (Table 11) show the relationship between the motives for viewing advertisements and achieving consumer preferences, as the value of the Pearson correlation coefficient is (0.085) and the significance level is (0.182), which is greater than the value of morality (0.005), which indicates that there is no correlation between the motives of viewing advertisements and achieving consumer preferences.

The third hypothesis

There are differences in the demographic variables of the sample towards the extent of watching television advertisements

Table (12): Differences of demographic variables for the sample towards the extent of watching television advertisements

Variables	The value of the χ^2	Significance level p-value	Level of morale	Degree of freedom	Relationship type
Type	1.296	0.255	0.05	1	Nonfunction
Age	8.784	0.03	0.05	3	Function
Educational level	14.096	0.00	0.05	3	Function

The (Table 12) shows the differences in the demographic variables of the sample towards the extent of watching the television advertisement, the value of the χ^2 test coefficient for the gender variable is (1.296) at the degree of freedom (1) and the significance level (0.255) and the level of morality (0.05), and thus there are no differences for the gender variable towards

the extent of watching advertisements There are also differences for the age variable of the sample towards the extent of watching television advertisements with the value of the Ka2 test coefficient for the variable (8.784) at the degree of freedom (3) and the significance level (0.03) and it is smaller than the level of morality (0.05), which indicates a significant relationship, while the variable of the study stage The relationship is indicative of the presence of significant differences in the value of the ca2 test coefficient (14.096) for the variable of the study stage at the degree of freedom (3) and the significance level (0.00), which is smaller than the level of morality (0.05), which indicates a significant relationship.

RESULTS

1. The results show that the percentage of females is (53.6%), while the percentage of males is (46.4%).
2. The age groups of the sample range between (30 and more) with a percentage of (30%), and a category (22-25) with a percentage of (29.2%), and this indicates that the majority of the answers obtained are from the most mature and perceptive category, which can determine its trends and tendencies. clearly.
3. The results indicate that the highest percentage of holders of higher degrees, which is an indication that the sample is educated people who provided good and specific answers to the research. As the majority of students at the master's level are (33.2%), and the higher diploma is (26.8%).
4. A large percentage of the sample sometimes watch TV advertisements, and they constitute (56.8%), while (36%) of the sample always watch TV advertisements, and this is a good percentage for watching TV advertisements and also an indication of the popularity and spread of TV advertisements on satellite channels in all types of programs. Repeatedly and sometimes imposes watching on the recipient while watching his favorite program.
5. The recipient has different motives for watching ads, the most prominent of which is the motive to learn about new goods and services in the market with a percentage of (29.2%), followed in the order by the motive of knowing more about the commodity that viewers want to obtain by watching ads with a percentage of (20.4%). As the recipient is dominated by the nature of desire to know the new and curiosity in watching the new advertisement and searching for the advantages of the new good or service.
6. The lyrical form is the most used form in television advertisements by (33.2%), while the representative form came by (26.8%), which indicates that the new form of advertisement related to singing and acting is the most attractive to the receiver's senses because of its distance from boredom.
7. A percentage of (49.6%) of the sample believe that television advertisements sometimes achieve consumer preferences, while (34.4%) answered yes advertisements achieve consumer preferences. This result shows that advertising cannot cover all consumer desires, as it provides what the advertiser and merchant want. It is presented in the best possible way to attract the consumer.
8. The most attractive methods in television advertising from the viewers' point of view are the presence of favorite stars and celebrities at a rate of (26.8%), as the stars and celebrities influence the personality of the recipient. It is one of the most powerful, easiest and most effective means of promotion, as people naturally tend to have role models that they follow in their lives.

CONCLUSIONS

1. Recipients agree that there is a strong agreement about the elements of attraction in advertising and their relationship to consumer preferences.
2. The validity of the first hypothesis is not consistent with the existence of a relationship between the methods of attraction in advertising and the extent to which the advertisement achieves consumer preferences.
3. Inconsistency of the validity of the second hypothesis, with the existence of a correlation between the motives for viewing advertisements and achieving consumer preferences.
4. The stability of the third hypothesis with the presence of differences in the demographic variables of the sample towards the extent of watching television advertisements, except for the gender variable. As the variables affect the processes of receiving advertisement messages, age has an effect and the educational stage as well.

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