

## ADVERTISING AS A METHOD OF PERSUADING CLIENTS

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**Abstract:** This paper discusses promotional advertisements and factors influencing consumers' decisions making regarding purchases. The advertisement includes a media field, which aims to promote the potential of that country to foreign investors. Advertising is required to be done by a professional teams and which devotes to the government of that country large financial means.

The advertisement must be transmitted to the most prestigious television networks and then to local televisions, both domestically and internationally. Promotional ads must be transmitted on all televisions of these networks in order to reach agreement that advertising ads are more likely to be broadcasted during broadcasts with greater visibility. The ads may also appear during broadcasts when the visibility is lower on the basis of the agreement.

For the research of this paper, secondary data and primary data were used. Secondary data are intertwined with various consumer and marketing behaviors, scientific papers published in international journals, encyclopedias, and internet data sources. The primary data was obtained from the sample customer survey sample.

**Keywords:** advertising, promotion, clients, media, impact

### 1. INTRODUCTION

The economy is part of the integration of a region that offers the possibility of expanding the market in a wide space of global magnitude. The purpose now is to increase the competitiveness of this economy by increasing its export capacity to reduce the trade deficit currently in place.

As an important place for business development, each country offers a number of comparative advantages, such as: the young and well-qualified population, where its average age is quite new, natural resources, favorable climate conditions, new infrastructure, fiscal policy with the lowest tax rates in the region, the geographic position with access to the CEFTA regional market and that of the European Union, make it an attractive and favorable environment for foreign investors. As a result of this country, it was necessary to launch a media field aimed at promoting potentials in front of foreign investors. The message that is transmitted through advertising through the invitations invite others to join the state invitations for investment from abroad all over the world.

For the realization of this paper, the primary data from the survey and the secondary ones are intertwined with contemporary literature and material on the Internet. The paper intends to clarify what promotion has been made, or what potential foreigners can see, or perhaps some of the people will be impressed by it and will come and land there, as well as other issues to be discussed: What is the message that follows the ad? Time of launching the advertisement? To whom is it addressed as a group of customers? Has the company selected the right channel of the communication medium?

In a few seconds, some of the most beautiful places, such as the beautiful city, scenery of the natural places, the symbol of that place, some young people and new ones smiling and ending with a festive photo from the city leading, calling to join you through any promotional motto.

### 2. THE ROLE OF PROMOTIONAL ADVERTISEMENTS

Advertising involves the communication of the value of the company or brand value, using a paid media to inform, convince, and remind consumers.<sup>77</sup> But to make advertising effective at a national level, it requires great spending, and will it say that costly advertising is always effective?

Some people are not prone to doing such advertising jobs, others are more effective and happier in some areas and in some others not. Before hiring a person from outside in a new assignment, a careful selection needs to be made

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<sup>77</sup>Philip Kotler “*Parimet e Marketingut*”, përkthyer nga Genti Beqiri & Nexhat Myftiu, Tiranë 2013, faqe 460

and this requires a lot of attention. A company needs all of its attributes and human qualities to make it successful in the market. Once employed individuals, as in all international companies, must adapt to the success of that business.<sup>78</sup>

Given that this spot should be created to promote the potential of that country to foreign investors and increase investment requirements, and taking into account the political situation in the country, writing across different portals and other media. The spot should give a direction to publicity in order to create a better image of that country in the world. The advertisement should show the reasons for investing in that country, namely the advantages and facilities of the investment as well as the potential sectors in which it can be invested.

### 3. COMPELLING ADVERTISING TECHNIQUES

Persuasive techniques are designed to capture attention, highlight a message, and provide an audience by remembering the main parts of a message. Some of the techniques used in advertising spots are: emotional, patriotic, and reason. The cheerful and smiling faces of young people who try to bring emotions to the audience are expressed through the persuasive emotion technique.

Through the sights of some of the cultural heritage that the country is proud of, transmitting it through the patriotism strategy, it must be prudent and reasonable. Credibility techniques appear with the photographer of the symbol, which the site is identified with. Through happy message from presenters in the ad slot and inviting others to join the call from that location.<sup>79</sup>

What we see as a commercial advertisement helps us greatly in promoting the country in the world by inviting foreign investors. The smiling faces of young people, beautiful places, beautiful sunny weather, the symbols of that place, some views of beautiful buildings, cultural heritage, ending with a festive look from the beautiful city of that country.<sup>80</sup>

Advertising with the video should consist of some movie inserts, each having special visual effects. From the beginning to the end of the publicity spot, a beautiful melody has to be heard, and finally the motto that represents the place is presented.<sup>81</sup>

### 4. ROLE IN CONSUMER BEHAVIOR

Consumer behavior is a study of individuals, groups or organizations as well as the processes they use to select, provide, use, or purchase products, services, experiences or ideas to meet the needs and impacts that these processes have on the customer and society.<sup>82</sup>

So consumers have different needs, so their behaviors are different. From this we can say that their approach to a product or service is different in comparison to the approach they would have for another type of product or service. Another definition of consumer behavior states that consumer behaviors are a process consisting of actions and reactions in making decisions about purchasing products and services to meet their needs.<sup>83</sup> The most difficult part of a study is when we study our man, his desires and needs. If we make analyzes all over the world, we see that we cannot find two people who have identical characteristics or, say, twin spirits, have needs, desires, demands, thoughts, ideas, etc. as same. On the other hand, each of us sometimes does not know what he thinks and what he wants to buy or why he has bought a product or service. A marketing expert says people's minds are not functioning linearly.<sup>84</sup> The idea that the mind is a folder with separate storage segments, where trademarks or logos or popular packages are stored in

Clearly marked folders, which can be accessed through witty commercial commercials, simply do not exist. Instead, mind is a mass of neurons that move around, roll around, confuse, collide with each other and become tedious, constantly creating new concepts, thoughts, and new relationships in each person's brain wherever it is.<sup>85</sup>

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<sup>78</sup> Artan Xh. Duka & Niko A. Pano “*Promocion*”, Tiranë 2006, faqe 182

<sup>79</sup> <http://leesasblog.global2.vic.edu.au/files/2012/01/Persuasive-Techniques-q2k5hr.pdf> , vizituar më (17.06.2014)

<sup>80</sup> Artan Xh. Duka & Niko A. Pano “*Promocion*”, Tiranë 2006

<sup>81</sup> Artan Xh. Duka & Niko A. Pano “*Komunikimi ne Marketing*”, Tiranë 2012

<sup>82</sup> Semiha Loca “*Sjellja Konsumatore*”, Prishtinë, 2006

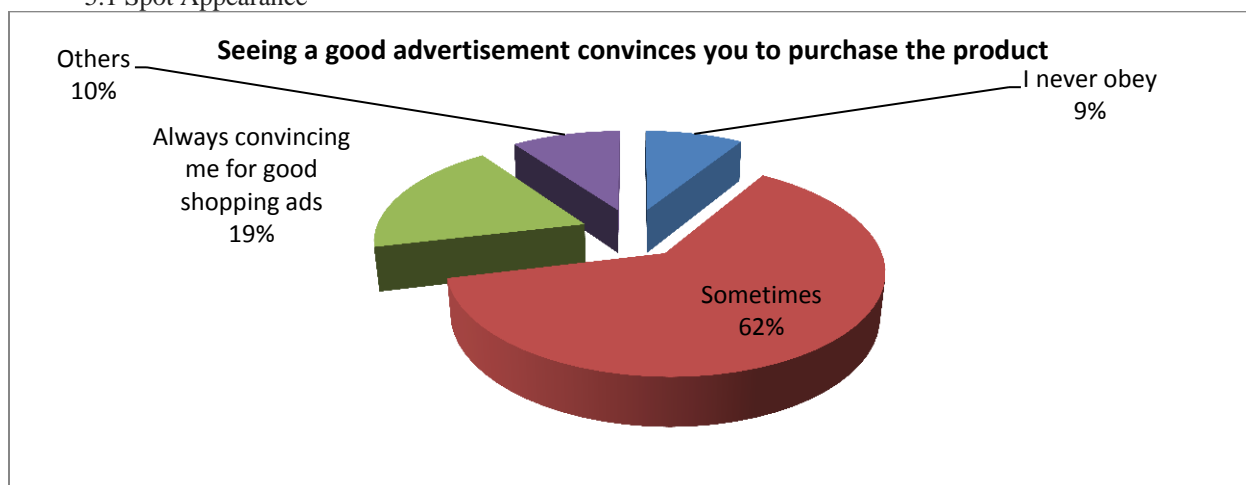
<sup>83</sup> Ali Jakupi “*Marketingu (BAZAT)*”, Prishtinë, 2008

<sup>84</sup> Philip Kotler & Gray Armstrong “*Principles of marketing*”, Boston 2012

<sup>85</sup> Po aty Philip Kotler & Gray Armstrong “*Principles of marketing*”, Boston 2012

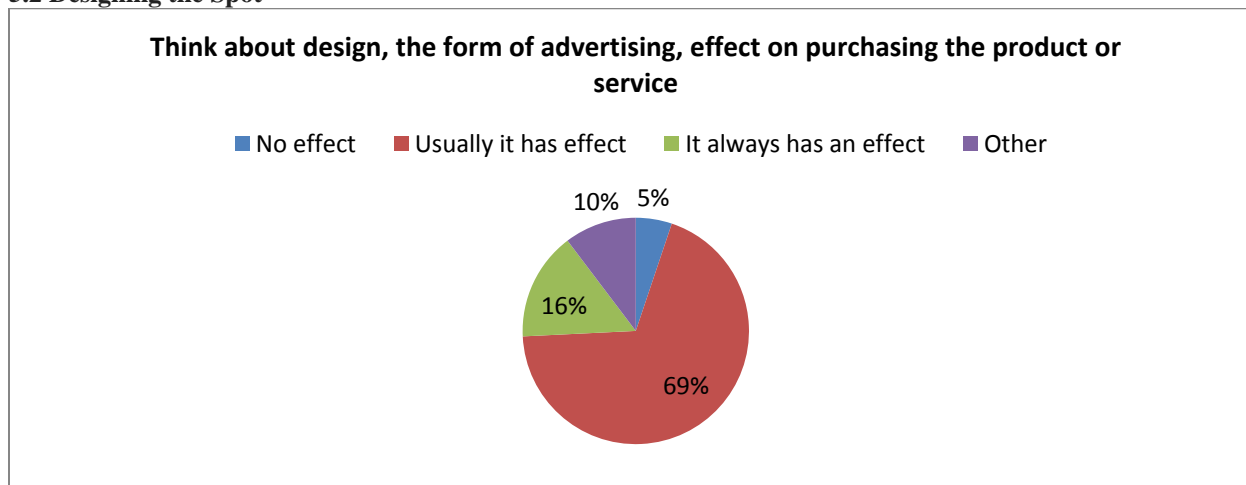
## 5. INVESTIGATION OF SPOT IMPACT RESEARCH

### 5.1 Spot Appearance



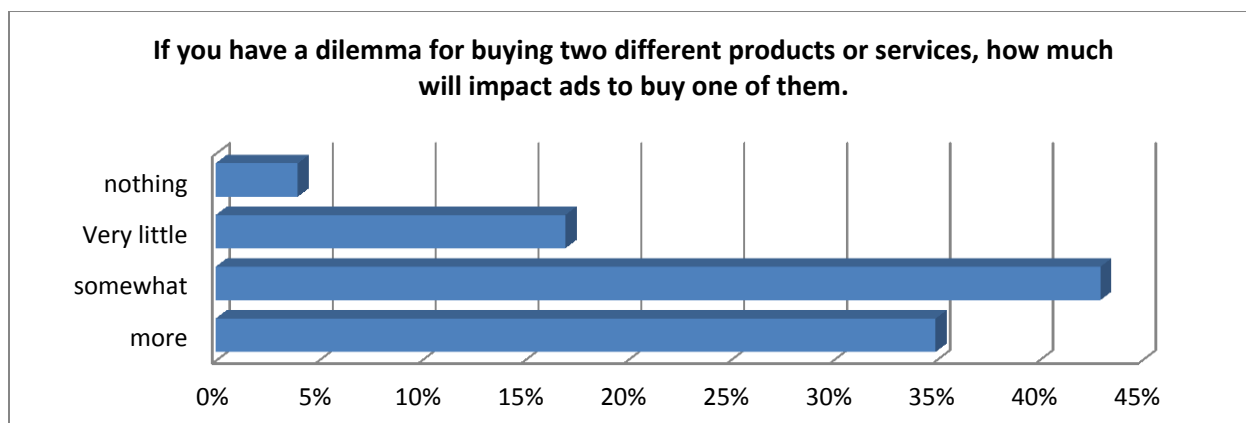
Creativity is one of the factors that encourages consumers in buying a product-viewing the spot, but 63% of respondents said they sometimes persevere in viewing the ad, 19% always creative creativity influences buyers for buying and 9% their respondents said that even though advertising is creative, they are not persuaded to buy. Always compelling ads for 18% purchase, this percentage consists mainly of the female and all those who prefer to make purchases

### 5.2 Designing the Spot



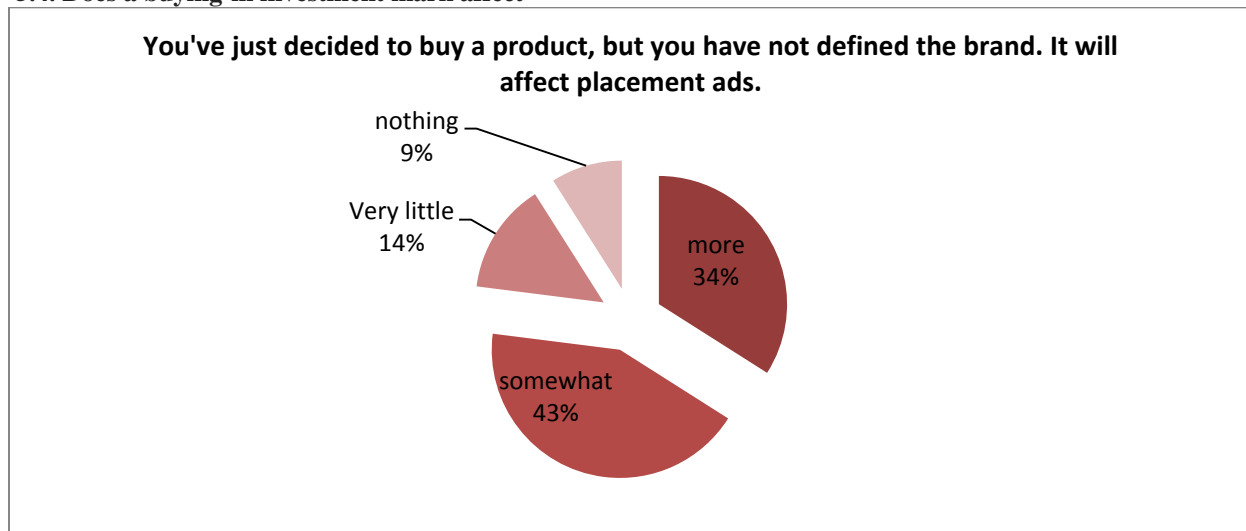
When the advertisement is designed and the form it contains is appropriate, it usually has an effect on consumer buyers' beliefs as most 67% respondents have responded that it usually has an effect, 16% are influenced by the design of the advertisement and only 5% of them design and shape ads do not affect the purchase of the product.

### 5.3. Does the purchase spot affect



In cases where consumers have dilemmas in purchasing different products and while transmitting an advertisement and seeing information about the product or service, will this affect the selection of one of them, most of this question answered that it will. Some 43% of respondents, 35% responded that will affect a lot, 17% of them responded slightly and 4% have no influence. In the 32% part of those who are affected by advertising are mainly those who are or have completed their doctorate and master studies.

#### 5.4. Does a buying-in investment mark affect

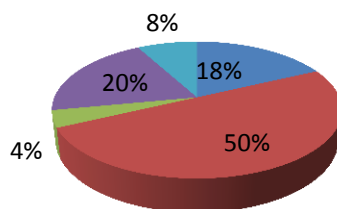


The approximate answer is also the question of whether the products are of a type but how much advertising affects brand design, many have responded to 34% where most of them are female and the level of education is bachelor master, doctorate, and their biggest eyesight is on TV and the Internet. 43% responded that advertising affects somehow or otherwise, this answer is neutral, 14% very few and 9% of them replied that it does not affect at all.

### 5.5. Do you have factors for obedience

#### Which of these factors convinces you to buy

- Advertising is interesting
- Curiosity about the product
- You want to mimic the actresses in the advertisement
- It is a family or brand product
- Other



To prove some of the above answers for the end is this question that more consumers value the advertisement or the product itself. 50% of respondents answered that the main factor for persuading buying products is the curiosity about the product to know what the product contains, 20% answered that the product meets the family needs or is branded, 18% of them convince when the advertisement is interesting and 4% want to imitate the actors in the ad. From age group analysis, it has been proved that by the age of 15, respondents said that the actors in advertising are the main drivers for the purchase, their biggest desire is to imitate the actors what they consume, what clothes they wear what they do. The vast majority of 16-30 years have responded that the ads seem interesting and follow with a percentage of the curiosity about the product. And over 30 years have responded that they are persuaded to buy the product that the product is family and follows the curiosity about the product. In the last option, which was open, there were opinions that the main factor in convincing for the purchase is the favorable price and the quality of the product.

### 6. CONCLUSION

Advertising needs promotion on prestigious global television with spots, and we think it's the right channel of communication and consumer behavior. The first and most important thing of each campaign is to justify why it is realized, what purpose it has, to whom it is done and what results are expected to bring that advertisement.

The publicity post should be followed for broadcast without linguistic and technical errors to justify the dedicated tools. Despite advertisements broadcast in the media in order to promote the potentials of that country before foreign investors, investments must be perceived in those places where advertising is broadcast.

We think the most important is the number of medium-time broadcasts rather than the quality of the video advertising video that will be transmitted. A badly-transmitted video ad has a more negative effect than a good ad rarely broadcast.

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