

THE EFFECT OF ADVERTISING ON INCREASING SALES VOLUME: A CASE STUDY OF ROSHAN TELECOMMUNICATION COMPANY IN AFGHANISTAN

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ABSTRACT

Over the past few decades, the communications industry has grown rapidly. Access to telecommunications services such as cell phones, bandwidth and landline telephony has become a regular base. As it has become an important player in the economy of the country, more and more countries are investing in this sector. Competition between companies and companies increases with increasing investment for better prosperity (Kelly, 1995). Therefore, in order to maintain market competition and access to real estate, companies must work hard and adopt appropriate sales and marketing policies. Consumer is The range of communication companies in which they marketing and promoting their goods, products and services, the consumer of businesses, government agencies and other services. Thus, a special and profound marketing strategy is required for reaching to the peaks of the revenue through marketing and making a greater network through enhancing customer loyalty. From the consumer's point of view, the goal is to sell packaging products to customers, while from the business point of view the goal is to build a strong relationship to market additional customer service (Barber & Wallace, 2010). Through this research the effect of advertising on increasing sales volume is examined with the case study of Roshan Telecommunication in Afghanistan. The effect of ads on the actions of purchasing consumers is also being identified as a part of the study. Throughout the research a general feature is given regarding the essence of advertisement, its types, key forms, roles, benefits and disadvantages in chapter 2. This chapter also explains about advertising campaign, how to coordinate ads and to select the best time for promotional triggers. Meanwhile in the third chapter is stating research methodology, random sampling from almost 100 employees in the company while fourth chapter is expressing the finding and using various relevant statistical tests and followed by the last chapter which is the conclusion and recommendations.

Key Words: Advertising, Sales, Marketing, Advertising Campaign, Promotion

I. INTRODUCTION

First of all, we need to know what advertising is. Take action Public attention to a good feeling or service through advertisements paid by a designated sponsor called advertising. Building a reputation in the market and expanding a business is can be assisted by advertising. Two

options are on board for this purpose: posting in social media applications or magazines or any other types of media or through editorials. However, it will cost nothing but will have a great impact on the covering of the business and spreading them nationally or globally in long term and short term. Basically, it's about bringing together the ethnic groups in society. Through contacting local newspapers, community offices and public clubs it would be highly useful. Get involved in promoting non-profits or sponsoring a Little League team. All the mentioned options are methods to grow your business name internationally without the direct cost of advertising. Nevertheless, the 20th century was witness to the most important innovations in the global advertising business. If it is said that the 20th century was the century of advertising it would not be exaggerating, and there were significant technical and advertising improvements and inventions at the time. Furthermore, it was during the 20th century that advertisement got so popular- primarily because of the extraordinary rate of growth of world industrial production, it was also the era the advent of increasingly sophisticated means of advertisement creation and distribution: multicolor printing, analog and digital radio, TV, satellite communications, and eventually, computers and the internet. Advertising is coordinated more effectively every day and achieves more quality (Presbrey, 2009). This role of ads in our culture is very significant. Long ago, the advertisement existed. Egyptian papyrus with details about a slave's sale shows the presence of ads in prehistoric times. The goal of this study was to examine the impact of advertising on a product life cycle and to figure out the right ways and methods of advertising and how they can be implemented at each point of the product life cycle. Particular demographic groups who know the products properly are needed for a doing a well quality advertising. Sometimes groups tend to buy products (Price Dillard & Shen, 2013).

II. LITERATURE REVIEW

Advertisement plays an important role throughout people's daily life. Advertisement illustrate the way people live, and it also influences people's thought as well as the attitude towards themselves and the world around them. In certain case, advertisement shows us ready modes of behaviour. This is about the decision of what is considered as good or bad. However, this topic is selected because it is relevant to the people daily life a lot nowadays and because of its nature and psychological essence it is fascinating. Everybody is affected by advertisement, even without knowing it. People don't see how they are affected by ads, and they have somehow turned as the slaves of scientific and technology advancement, and we use it skilfully in ads. The

advertisement burden is growing daily. A lot of money is spent on advertisement that adds multi-billion revenues to the businesses. Therefore, it is for any company a “product of the first need,” in order to achieve commercial success, and it becomes increasingly expensive. For instance, in Finland in 2012 and 2013 about 1313.1 and 1206.7 million euros were spent on advertising campaigns (Finnish Advertising Council, TNS Gallup, Ad Intelligence, 2014). There is a direct link between advertising and politics. This defines not just the buying of a toothbrush, but also the preference for a political candidate as well. It ultimately determines the country's direction of political development and the politics themselves. However, in the past, advertisement used to be done by written or oral announcement for promoting mostly a product or service. Some kind of barker spread the oral advertisement. Apart from papyrus that mentioned, written inscription on roadside and building represented ads as well. As now, almost everything from olive oil to amphorae has been promoted to keep oil, bulls, livestock, and other animals' equipment, and weapons. Services ads also existed: in the advertisements of that distant period. Calls were made to visit a pub selling exclusive for visiting public baths to snacks and wine (Feofanov, 2005).

The advertisement might not have developed so much, however, if the age of mass communication had not been discovered once by human beings. Typography was the first catalyst for this. Another important development in the mid-19th century was the discovery and eventual dissemination of photographic technology throughout the world. A photograph was an undisputable evidence proof of the market product's advantages (Presbrey, 2009). Here also the pros and cons of establishing a separate advertisement department is discussed. Furthermore, description and detail regarding the life cycle product is provided. Chapter four consists of the effect of ads on the product life cycle, it is also explained how advertisement can be implemented in every level. Chapter fifth discusses advertisement techniques, the requirements that help choose a suitable medium, the key methods of distribution, and detailed information about advertisement sources is explained. Sixth chapter explains the effect that ads can have on customer purchasing behaviour and certain forms of psychology and manipulation used in advertising. In chapter seven it is advertisement efficiency measures are explained, and give some examples of ineffective promotional activities are provided.

III. THE EFFECT OF ADVERTISING ON BUYER BEHAVIOR

It is clear that propaganda uses effective techniques to enhance that effectiveness. Not just psychologists say that, if we evaluate our purchasing performance, we find that we are creating a buying and we have some instincts: we can reflect and lose many times, but after we all buy. Well advertising supports such incentives to arise out. Therefore, advertising with the buyer buys the consumer's pulse into a trance (Scott, 2010).

"Whole sciences are essential. But there advertisement is the extremely and important psychology. It creates the easy elements for growth of advertising theories. Specialist skills for an adman must adapt these mental thoughts into all potential marketing systems. The adman must explain difficult mental estimates to desirable language everybody can realize" (Feofanov, 2004).

ADVERTISING AND EFFECTIVENESS

The difficulty deciding of influence of the marketing, i.e. the estimate of outcomes of company movements all across marketing is one of the hardest in marketing training.

The idea of marketing efficiency covers such unlike thoughts as financial profits, mental and community result spoken in a convinced influence people in total (in specific, impact on founding of sensitivity favourites of the people, their opinions and thoughts around unlike ethical and physical standards).

Efficiency of marketing operations is calculated reaching of the objective marks level sales, marketplace segment, understanding and purchaser first choice, i.e. accomplishment of strategic aims with purposes (Glushakova, 1999).

Element of considerations simply can be decided in the accounting process, but largest measure needs special recording demands of the company, and association of the certain advertising in research (Glushakova, 1999).

The value of the marketing missives can be determined with primary analysis or checking after operation.

SELLING

Selling is the world's oldest profession as mentioned by Philip Kotler on (The Principle of Marketing) book. Sales spokesperson, executive, account, salespeople, sales consultant, sales plans, managers, area managers, and account development reps are all the names that are called for those who do the selling. Moreover, “Our definition of sales is persuasion and influence is only part of the sale. Involves sales also help the customer identify the problems, provide information on possible solutions and after-sales service to ensure long-term satisfaction.” as stated by (Pederson, Wright & Weitz, 1988).

So, making customer making a buying is not the only definition of the sale, but understanding the main problems of the customers, cooperate them to know that problem, provide the solution for the problem through the producing the right product and service, and having long term valuable relationship are the process of selling.

THE NATURE OF SALES

The easiest path is selling to feel about how environment works to create a deal. Selling is frequently extremely complicated sales procedure that involves the application a range of tenets, skills and essential individual skills and covers a large variety of unique kinds of sales tasks. Selling is a theoretical attitude to the simplified "how it is done" approach, which aims to realize how the sales activity can

be ended by agreeing on the success of the sales process. Some firms pay large amounts to teach their salespeople to guide the skill of selling, which is why sales grow to be the most valuable connection inside the firm and the client (Jobber & Lancaster, 2009).

Trading is the movement that a firm or company carries out by employing a workforce called seller, seller or seller to fulfil sales and organizational functions (Marshall & Johnston, 2005).

Describe to find out who it is if the sale is not concluded. The seller should not blame himself, but take duty used for it. Learn from each knowledge and do a bit for upcoming progress.

Winning implies selling for association, no for the committee. "When you make sale, you will make money, but when you find a friend, then you can make money." Those who quote indicated whether you are selling help to the customer to build a long-term profitability and loyalty relationship.

Evidence is helpful in motivating the seller himself. The proof of their great performing and their amazing outcome means that the seller participates in the good struggle and forever does the greatest in each sales action.

Occasionally persons have to show whatever they can do to reach improved performing. These are the 10 directives to succeed and reach the objectives stated by (Gitomer, 2008). In a study, Hannan (2004) on sales of consultancy, it was stated that sales are also a transfer of value, in which the resources of the customers (time, talent and money) are transferred to the products or services bought by this customer. The value must be traded not only for private sales but also for sales discussions or telemarketing. The sale, therefore, does not always concern the exchange of merchandises or facilities that the seller offers in money of his clients, even the transmission of worth inside the seller and the client in rappings of material, expectations, worth creation and longevity association through the merchandise or facility presented.

IV. RESEARCH METHODOLOGY

Mainly, a research method indicates an approach taken in the research. Philosophy of research, the approach of data collection and, more are deliberated. This chapter is meant to describe the used methodology in this research. Initially, the philosophy of conducting this research is described. Furthermore, different forms of research are elaborated. Formerly, within this chapter, the study population, targeted group, samples, data gathering methods, types of data used to conduct the research are described.

For the realization of the research, there are three main components of the research. A philosophical worldview on which the research is based, study design, and detailed approaches of conducting research (Crewel, 2014). Hence,

the philosophical worldviews are elaborated and will continue with the description of the research maps, and the specific methods used to conduct the research.

FINDING AND ANALYSING

Descriptive and statistical data which are gathered and analysed from 99 respondents from a total of 100 permanent and contracted employee of Roshan Telecommunication Company in Herat, Afghanistan (only one employee did not answer). Questionnaires as tool are used to collect data which contained two parts of demographic proceed by 4 questions and specialized questions with 24 questions. The specialized question type is using Likert scale from the benchmark of strongly agree to strongly disagree to know in which level the respondents agree or do not agree. first of all descriptive statistic is going to be explained followed by reliability, correlation and regression test for analysing.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.826	.837	27

Degree of consistency is being demonstrated by reliability (Gay, 1996). Cronbach's Alpha reliability with an interval of 0 to 1 is being used to test the questions' reliability that are conducted with this research. Meanwhile, the band above 0.7 is acceptable (Gliem and Gliem, 2003). However, the table above illustrates that reliability is 0.837 which states a high level of reliability throughout the questionnaire.

Correlations Analysis

		Sales Volume	Advertising
Sales Volume	Pearson Correlation	1	.436
	Sig. (1-tailed)		.000
	N	99	99
Advertising	Pearson Correlation	.436	1
	Sig. (1-tailed)	.000	
	N	99	99

To understand the linear relationship among two or more variables, a correlation test is being used. Further, Pearson correlation has been used in this research which will tell the weakness and strength level of the relationship either. The overall interval for this test is between -1 to +1. Data gathered from this research released a significant low positive relationship among dependent variable (sales volume) and independent variable (advertising) with a degree of 0.436 that is in a low level. The table below shows the standard benchmark for this test (Kalayci, 2016).

Regression Analysis

One of the best tests for finding out how one variable affects the other one is Regression analysis. Through this table it can be seen and based on R square which is 0.19 or 19% of the dependent variable which is sales volume can be

explained by independent variable which advertising. It is concluded that according to Afghanistan market advertising does not affect sales volume that much.

Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.436 ^a	.190	.182	4.50664

a. Predictors: (Constant), Advertising

What is the differences in the mean of two or more groups needs to be examined by ANOVA. A ($P < 0.05$) which if (the F-ratio) in the table means that null hypothesis is rejected.

ANOVA Analysis

ANOVA^a

Model	Model	Df	Mean Square	F	Sig.	
1	1	128.104	1	128.104	2957.432	.000 ^b
		6.454	149	.043		
		134.558	150			

a. Dependent Variable: Sales Volume

Coefficients Analysis

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		T	Sig.
		B	Std. Error	Beta			
1	Constant	11.841	2.328			5.086	.000
	Advertising	.479	.100	.436		4.773	.000

a. Dependent Variable: Sales Volume

How the variables are related and to what extent they are effecting to each other are being showed by the table of the coefficient table. Accordingly, p value < 0.05 mean a statistically significant relationship while non-standardized coefficient was 0.4747 and standard coefficients (B) = 0.436 with positive sign which mean two variables are affecting each other.

V. CONCLUSION, RECOMMENDATIONS AND LIMITATIONS

Relationship and hypothesis will be checked. Furthermore, there will be a conclusion based on the tests that have been done. Subsequently according to the literature review, analysed data and the results of the tests, required and suitable recommendation will be suggested for well understanding of the influence of advertising on sales volume.

Firstly, comparing analysing has been used through this research for the sake of realizing the effects of advertising on increasing sales volume in Roshan Telecommunication Company in Herat, Afghanistan. Based on this study different questions were being asked from the employees of this company and the results have been compared with the literature review.

Accordingly, the findings in chapter four indicate that there is a relationship between advertising and increasing the sales volume while this relationship is moderate and positive that means if advertising level is getting higher so there will be an increase in sales volume and vice versa. The difficulty of determining the influence of marketing, i.e. the calculation of the outcomes of company activities all through advertising is one of the hardest in advertising training.

Marketing effectiveness is influenced by different factors, including economic, psychological, and community impacts that affect people in general (in particular, influencing people's preferences, their beliefs and beliefs in Ethical case and material standards) The effectiveness of marketing operations is calculated by achieving the target signs of sales volume, market share, consumer perception and first choice, i.e. the realization of all planned goals and objectives.

Today, companies gathering the concept of marketing for customers, at what cost to collect information on strategic decision-making on what products are marketed, and how to market them. The relationship is literately proved with previous studies and researches like (Kotler & Armstrong that states between the dependent variable (sales volume) and independent variable (Advertising) that there is a significant relationship) Secondly, in this part hypothesis is examined according to the literature review and statistical tests that have been done in chapter four.

Hypothesis

Hypothesis	Result	Decision
H ₁ . There is significant relationship between advertising and sales volume.	Positive and Significant	Accepted
H ₂ . Advertising significantly affects sales volume.	Moderate Positive and significant	Accepted
Null Hypothesis: There is not relationship between advertising and sales volume.	Negative	Rejected

The study findings explain a moderate positive significant relationship between advertising and sales volume. A Pearson correlation test has been examined on the gathered data that has a 0.436 (43.6%) sig-value with positive sign and a moderate significant relationship among two variables of the study the means the first hypothesis is accepted.

There is a linear regression test with 0.19 (19%) ratio which indicates how much a dependent variable can be predicted based on another variable, in simple words, how much sales volume can be predicted from advertising that means the second hypothesis is accepted. What is the differences in the mean of two or more groups needs to be examined by ANOVA. A ($P < 0.05$) which if (the F-ratio) in the table means that null hypothesis is rejected.

The literature review has also the same argument with the result of the findings in chapter four as it can be seen in different researches like that indicates a high and positive relationship between sales volume and advertising. Nowadays, having a wide range of skills to succeed in the competition is a must to salesperson. Simple presentation

and finishing skills like a previous sales activity is not applicable, the seller should be able to apply extensive sales skills to modern sales or 21-inch sales and marketing activities that address customer concerns, not just sales. a question raises that why this relationship is moderate in Roshan Telecommunication Company? According to face to face interview of the researcher with the employees of while some of the questionnaires it has been stated that because of weak, unsustainable economic situation of the people in Herat city, not trusting to the advertisings(in any type or industry) and no attentions to the advertisings, sales volume is not that much affected by advertising. Throughout the studies and researches that have been done, following points are being recommended by the researcher for finding out the effect of advertising on sales volume and how to increase this relationship among these two variables:

- Using more attractive and simple types of advertisings,
- Hiring more specialized marketing staff for knowing the market better, company share in the market and the best type of advertisings used by competitors,
- Since majority of people in Herat are living traditionally and they do not access to the internet or media that much, it would be highly effective if this company concentrate on word of mouth marketing more than any other types of advertisings.
- Providing a better coordination and team working environment among the employees in all departments of the company so that they can service the best for attracting more customers.

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