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A SURVEY ON THE MARKETING

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ABSTRACT
One of the major tools for marketing is advertising. The major purpose of the paper is to investigate the effects of advertisements on shoes to recognize of the consumers' needs in 2013. The major hypothesis of the study is the advertising on shoes impacts on the consumers' behavior in Guilan-Iran to recognize of their needs.in 2013. This research uses both library and field research. It involves questionnaires with 16 questions. The questionnaires were released among 500 people that were gathered 416 responses. The paper uses the SPSS software to evaluate the data. The study uses the binomial test to investigate the relationship between variables. The results of the study show that the advertising of the Guilanian shoes sellers can encourage consumers to buy their shoes because it impacts recognizing of their needs in 2013. So, the paper result would be useful for the shoes suppliers to know how much they spend on advertisement.

Keywords: Advertising, Consumers' Behaviors, Shoes Products, Guilan

INTRODUCTION
The quantity of goods and services depend on so many factors which are different for different goods and services. Advertising is one of the most factors that impact to demand of goods. It makes the consumers to purchase more goods and services which firms produce. Marketing is faced with four sub-categories included product, place, price and promotion. Advertising uses to introduce the goods and services of producers and encourages the consumers to purchase the goods and services. Any societies use special types of advertising to earn maximum profit. Today, advertising is one of the most vital methods to promote goods and services. All of firms need to spend on advertising a lot in order to enable competitive with others (Hussainy *et al.,* 2008). The identifying effective factors on the consumers' behaviors in particular condition such as in economics perspectives is the major purpose of analysis of the consumers' behaviors (Ayanwale *et al.,* 2005). Investigation of consumers' behaviors would be valuable for managers to know how to treat consumer to purchase in each situations (Mendelson & Bolls, 2002). Guilan is a province in the north of Iran which locates along the Caspian See. It is 14,711 square kilometers. The cities of it are as follows: Astara, Astaneh-Ashrafieh, Amlash, Bandar-Anzali, Talesh, Rasht, Rezvanshahr, Roudbar, Roudsar, Siahkal, Shaft, Somee-Sara, Fooman, Lahijan, Langrood, Masal.

Table 1: Some of Indicators of the study place

Some of the Key indicators of the Gilan province in 2014			
Population	**Population growth rate**	**The literacy rate**	**Economic participation rate**
2480874	0.62%	84.29%	40.9%

Consumers' behaviors are both of the physical activities and activities mental. Hence, it covers the feelings of consumers in different situations like choosing, buying, consuming and disposal of goods and services in order to reach maximum utilities. In fact, it investigates consumers and their procedures that they apply to choice goods and services to obtain maximum utilities the effects of these procedures on the consumers (Romaniuk & Sharp, 2004; Morris & Boone, 1998). The cycle of consumption analysis deals a framework to studying and understanding consumers. This cycle involves with several components such as recognition, feelings, environment and behavior. The procedures of buying decision comprise six steps for the Consumers. However, Actual buying is only one step of the procedure.

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These stages are as follows (Marofi, 2007):
1. Recognition of the problems (awareness of needs)
2. Searching information
3. Alternatives Evaluation
4. Decision of Purchasing
5. Buying
6. Evaluation and outcome of Post-Purchase.

Since all of people use shoes which are produced by so many firms, and also are watching and writing a lot of different advertising on them via web sites, professional magazines, newspapers, radio, television and so on. Consequently, this survey desires to examine the effects of advertisement on the consumers' behaviors in the shoes markets.

Actually, the paper investigates the effects of advertising of firms on the consumers to encourage them to buy the goods (Smith & Swinyard, 1983; Stern, 1962; Tirmizi *et al.,* 2009).

The profit of producers would be increased, if the advertisement enables to encourage people to buy their goods or services and it can impact on recognizing of consumers. So, the key question of this research is as follows:

Do the advertising on shoes impact on the consumers' behavior in Guilan to recognize of their needs?

So, the initial hypothesis of the study is as follows:

The advertising on shoes impacts on the consumers' behavior in the shoes market in Guilan province.

Objectives of the Study

The major aim of the survey is to investigate the consumers' behavior in the shoes markets of Guilan. Second aim is to determine the relationship between advertisements and the recognizing of consumers' needs in the shoes market of Guilan.

MATERIALS AND METHODS

This paper applies both library studies and field research. The questionnaires of survey have 16 questions. These questionnaires were released among 500 people that were gathered 416 responses. The research used the SPSS software to estimate the model.

The statistical population of survey included all of people who live in Guilan province that is approximately 2500000. The sample size of model is 384 people which obtained from Cochran formula and was chosen via random sampling. The sampling way in the study is a sampling of simple random. The Cochran formula that used in the survey is as follows:

$$n = \frac{\frac{Z^2 pq}{d^2}}{1 + \frac{1}{N}\left(\frac{Z^2 pq}{d^2} - 1\right)}$$

Where:

The n indicates sample size

The N shows the size of the study population,

The Z or t demonstrates the percentage of standard error of confidence coefficient of acceptable,

The p indicates the ratio of success in the population that is considered usually 0.5,

The q shows the ratio of lack of success in the population that is considered usually 0.5,

The d demonstrates the degree of desired confidence.

Due to the above formula and the size of population in this study, the sample size should be at least 384.

After collecting questionnaires, the data of it is entering into SPSS software and analyzing using the nonparametric methods. This study uses binomial test to check the hypothesis. It divides the data into two categories which one of them is equal or less than 8 and another more than 8. If the sig of binomial test be less than 0.05, the null hypothesis will be rejected It means that the advertising on shoes impacts on the consumers' behavior in Guilan to recognize of their needs in 2013, otherwise, the sig of binomial test be more than 0.05, the null hypothesis will be accepted.

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RESULTS AND DISCUSSION

The auxiliary variables in this survey is included a description of information about gender and education of respondents that obtained by using questionnaires and SPSS software.

Table 2: The results of the descriptive statistics

| | **Descriptive Statistics** | | | | |
	N	**Mean**	**Std. Deviation**	**Minimum**	**Maximum**
Distinction	416	1.42	.494	1	2

The kind of gender is coming in the following table. According of it, the respondents are 225 female and 191 male.

Table 3: The participants' Gender

Gender	Frequency	Percent
Female	225	%54
male	191	%46
total	416	%100

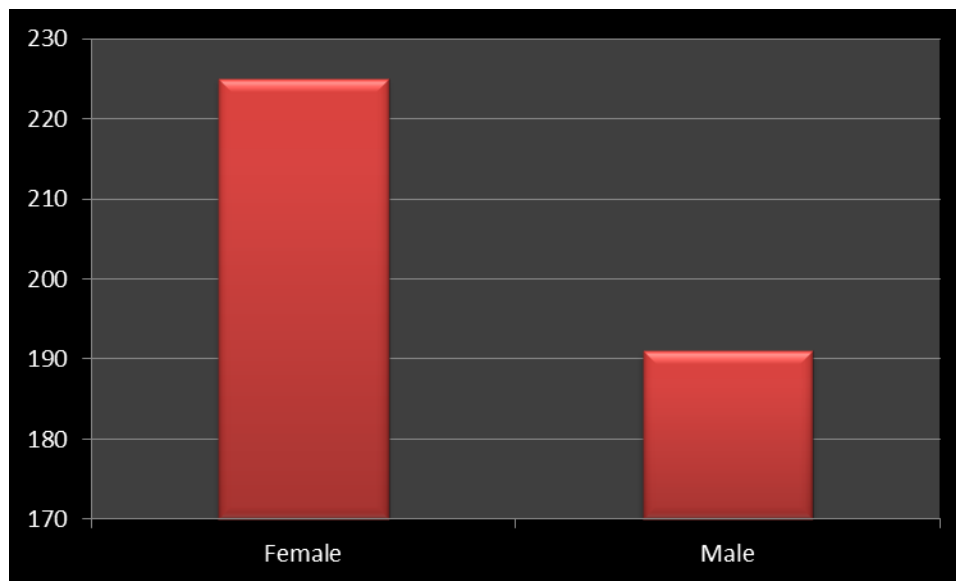So, the frequency of participants' gender is as follows:

Figure 1: The graph of the participants' Gender

The histogram shows that the more of participants are female and the less of them are male but the percentages of male and female are approximately equal.
The frequency of participants' education is as follows:

Table 4: The participants' education

Education	Frequency	Percentage
Diploma and Under it	109	0.262019231
Associate Degree	66	0.158653846
Bachelor	195	0.46875
Master's degree or higher	46	0.110576923
Total	416	100

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According to the information of above table, participants' education histogram can be shown as follows:
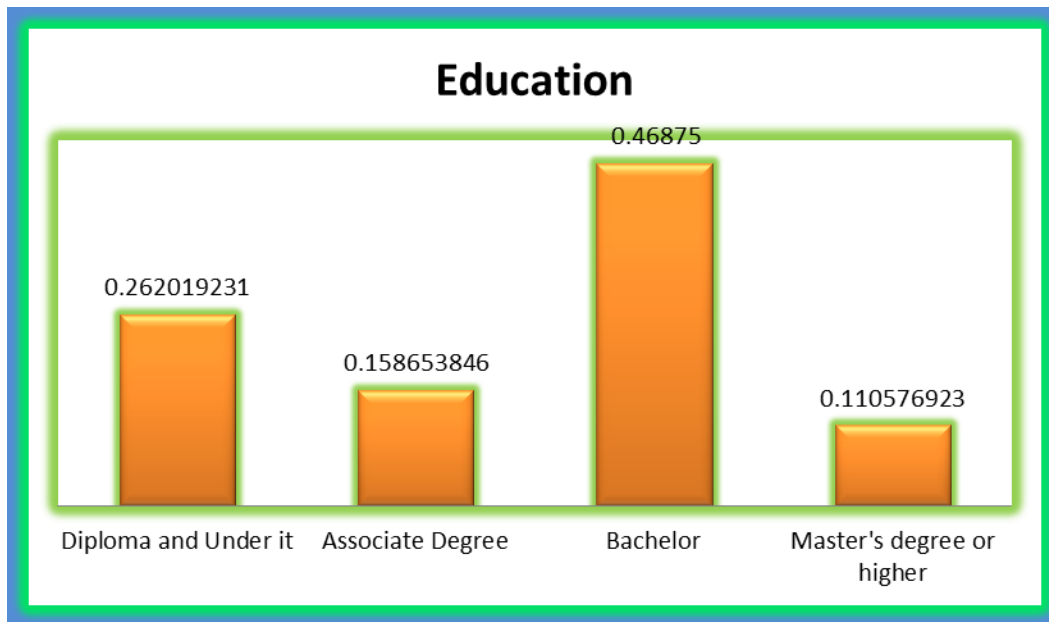

Figure 2: The participants' education histogram

As the above histogram displays the feck of the participants are with the bachelor's degree and venial percentage of participants are with the master degree or more than of it.

Using the binomial test and dividing the participants into two categories which one of them is equal or less than 8 and another more than 8 the hypothesis was tested and due to result the hypothesis was accepted.

Table 4: The results of Binomial test

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
distinction	Group 1	1	241	.58	.50	.001
	Group 2	2	175	.42		
	Total		416	1.00		

According the above table, the sig of binomial test is less than 0.05, so the null hypothesis is rejected. It means that the advertising on shoes impacts on the consumers' behavior in Guilan to recognize of their needs in 2013. Hence, advertisement influences on the needs recognizing of consumers and encourage them to purchase shoes. On the other hand, one of the main effective factors on the choosing and purchasing of these goods is advertisement.

Conclusion

The research applied both library and field research to show the relationship between advertisements and consumers' behavior in market of shoes. So, the major purpose of the paper was to investigate the effects of advertisements on shoes to recognize of the consumers' needs of the Guilanian people in 2013. Suppliers of shoes can use the results of study to make best decision for spending on advertising.

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