Title: The Effectiveness of Electronic Advertising in Customer Attraction (Case Study: Mehr Eghtesad Bank, Zahedan)

Abstract:

Competitive, dynamic and complex environment of banking in Iran has led to the increasing trends of customer orientation strategy in banks, therefore in the current era of combined communication, competition and customer orientation concepts advertising plays a role as a mixed element of marketing, role orientation in the preservation and conservation of organizations to identify and introduce products and services. To have the successful advertisement, it must be designed and implemented the right way. This study aimed to determine the effect of electronic advertising of Mehr Eghtesad Bank in Zahedan to absorb customers using six dimensions of Lavij and Steiner model. The study population included Mehr Eghtesad Bank’s branches and 483 bank customers were sampled and to test hypotheses test, Friedman, ANOVA and T test were used. To check the reliability of the questionnaire, Cronbach's alpha was used to calculate the alpha and was 0.95.

The results of data analysis indicate that the electronic advertising of Mehr Eghtesad Bank has been successful in terms of both communication and sales. We concluded that the electronic advertising of Mehr Eghtesad Bank had a more positive effect on the attraction of male customers and clients with Bachelor’s degree or higher and Lavij and Steiner Model’s stages has passed successfully.

Keywords: advertising, electronic advertising, customer attraction, effectiveness

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