



Advertisement and Its Effect on attracting Artists to Participate in Theater Festivals

Leila Haghsetan¹, Afsane Malkami^{2} and Leila Farjoo³*

1Department of Management, Electronic Branch, Islamic Azad University, Tehran, Iran

2Department of Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran

3Department of Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Original Article:

Received 10 Sep. 2016 Accepted 15 Oct. 2016 Published 28 Nov. 2016

ABSTRACT

Executive organizations and committees usually use promotional activities to attract more artists to theater festivals; however, some organizations believe that advertising is just waste of capital. Therefore, the present study aims to investigate the effect of advertising on attracting artists to participate in theater festivals of the country and rank these advertisings. In this research, library method is used in theoretical studies, and in field studies, a questionnaire was distributed among 259 active artists in theater field who were randomly selected from among statistical population (796 artists). The research was done in Iran in the time period of January to March 2016. According to the analysis of the collected data using Spearman and Friedman tests, the effect of advertising, a subset of promotion mix tools, on attracting artists to theater festivals was proved. Therefore, it is suggested to pay due attention to advertising and make investments on it in order to attract artists to theater festivals.

Keyword:

marketing mix, promotion mix, advertising, theater

*** Corresponding author: Malkami**

af_malkami@yahoo.com

Peer review under responsibility of UCT Journal of Management and Accounting Studies