

# The effect of video advertisements of top Iranian brands on customer feeling using grounded theory and structural equation model

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## Abstract

The purpose of this study is to investigate the video ads of the top Iranian brands and their role in customer emotion. The main issue of the research is to increase customer emotion stimulation to persuade and guide the customer to buy products and services of domestic brands with regard to identifying the dimensions of video advertising of top Iranian insurance brands. It has components and structures and what does it have to do with the dimensions of video advertising of the top Iranian insurance brands? The present research method is a combination of qualitative-quantitative methods and uses relativistic paradigms, symbolic interpretation and grounded theory strategy. The statistical population is the top Iranian insurance brands and the researcher purposefully and information-oriented analyzed the video advertisements of the two top brands in the insurance industry in Iran as a statistical sample, qualitatively and quantitatively. The sampling method of this research is available in the quantitative non-probability part and in the qualitative part, it uses the theoretical sampling method. To collect data in the qualitative part, interview and analysis and photo analysis tools were used, and in the quantitative part, a researcher-made questionnaire was used. In the qualitative stage, Maxqda pro12 software was used to analyze the interviews and images, and in the quantitative stage, the relationships of the variables extracted from the qualitative model were tested using a questionnaire by structural equations in the PLS software. The results showed that the dimensions of video advertising of top Iranian insurance brands have a significant relationship with customers' feelings.

Keywords: Video ads, top insurance brands, customer sentiment, Grounded theory, structural equations  
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## 1 Introduction

The main issue in this study is to increase the arousal of customers' emotions through the dimensions of video advertising of Iranian insurance brands. In other words, how can customers' emotions to buy be further stimulated by the dimensions of video advertising of Iranian insurance brands? There has been a lot of research in the international

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arena on responding to customers' feelings about advertising. Research by Holbrooke and Barta [8] supports this association. In this model, when consumers see the ads, the information contained in the ads evokes emotional responses, thus creating an attitude towards the brand [3]. In this study, based on the ranking of selected information on advertising content and emotional responses, it is concluded that advertising content stimulates emotional responses and causes viewers to form an attitude towards the brand. Previous research to address this issue has uncovered several types of advertising content that can affect customer sentiment, some of which include visual appeal, shape, design, content, and frequency. In previous research, factors such as format, formatting and composition, text and image contents, color, font, size, type of image application, repetition strategy, etc. have been enumerated, as well as dimensions such as brand, logo, typography, color and the slogan is seen as an environmental advertising feature to influence customers [4].

The activities of insurance companies are of special importance due to the increasing expansion of economic and social activities and the development of countries. The more fundamental steps a country takes to develop, the more favorable the insurance industry will be in that country, and since the growth of this industry is inextricably linked with economic growth and development, increasing exchanges and developing investments in that country [2]. Insurance progress can lead to the preservation of national wealth and the formation of large savings. In fact, due to its role as an investor and its commitment to compensation, the insurance industry can have a significant impact on macroeconomic activities as well as on the economic growth of that country. If the economic actors are sure of compensating for their possible losses, the business environment and competition will also experience a favorable situation. Strengthening the insurance industry paves the way for the prosperity of other economic activities. However, due to this fundamental role, unfortunately, the insurance industry in Iran is far from its desired position and in the field of insurance marketing and advertising, limited activities have been done. Informing and advertising is an important tools for identifying people in the insurance community, and insurance companies can reach a large number of customers scattered in different geographical locations and increase their sales through advertising at a very low-cost [10]. Commercial advertising, especially in consumer markets, is often the first point of contact between marketers and their customers. Visual media such as TVs, posters, bulletin boards, e-mail boards and even buses can help. There are also new and exciting opportunities to spread information through the internet and the web. Although the ultimate goal of most marketing ads is to increase sales, their effect on pre-purchase behavioral factors such as customer sentiment should not be overlooked. According to the above description; the purpose of this study is to investigate the effect of video advertising of top Iranian brands on customer sentiment using the data method and structural equation modelling.

## 2 Theoretical foundations and research hypothesis

Emotions represent another form of speaking and understanding. According to some researchers, emotions are cognitive processes. The feeling is a process, in which a set of stimuli are involved, allowing a cognitive assessment to take place and enabling individuals to identify a particular emotional state. For example, the initial fear, which warns us when we hear a sound, allows us to react to dangerous situations. An emotional stimulus can be an event, a scene, a face, a poster, or an advertising campaign [12]. These events are considered as an initial reaction and lead to a state of alertness and physical changes, such as heart rate, increased sweating, accelerated respiratory rhythm, and increased muscle tension. Emotions are immediate responses that are often not used for cognitive and conscious processes and sometimes have an impact on cognitive dimensions and are inferred as the ability to concentrate, confusion, loss of consciousness, alertness, and so on. These are the symptoms that are expressed in cognitive assessment, the real cause of emotions. Emotional appeal operates in ways where emotional responses trigger the message's motivational communication with individuals [9]. Emotion is a psychological structure that includes the feeling that comes from people's experiences that comes from interacting with motivation and stimulus. Emotions can include a wide range of emotions such as love, dislike, love, hate, pride, anger, lust, and guilt. Perception is the process by which these stimuli are selected, organized, and interpreted. We process raw data (emotions), although the study and science of perception are focused on what we add or subtract from these emotions. A look at successful brands shows that these brands are well aware of and feel used in the right place [6].

The use of emotional marketing is considered as a strategy that guarantees the relationship, a deep and personal relationship with customers leads to the creation of an emotional dimension and maintaining a competitive position in the market. Emotions are highlighted when the customer has reached a general satisfaction in the process of consuming the product, and along with these positive emotions, he also experiences positive emotions. Companies create emotional bonds with consumers through their products and services and form a deep relationship [1]. To improve the relationship, it is essential that the company clearly defines its purpose and acquires skills related to other disciplines that are not purely economic, such as psychology and sociology. This requires close interaction with the consumer and have a special experience of people's lives. Experience plays an essential role in the environmental and

social context. Physical or virtual store, use it in their interactions [9]. In emotional marketing, one of the primary goals is to identify the type of experience that emphasizes the best product and creates empathy between the company and the customer. Marketing experience is a useful tool in many cases to increase consumer involvement and perceived differentiation; among other things, the revitalization of a brand in reducing or creating the image and identity of an empirical marketing company represents a new source of competitive advantage, leading to emotional conflict and experience [2].

A brand is considered to be one of the most valuable and important assets for a company. In fact, many companies are often referred to by their brand, which means they are often inseparable, becoming one and the same. Coca-Cola is a great example, where the popular soft drink became synonymous with the company itself. This means it carries a tremendous monetary value, affecting both the bottom line and, for public companies, shareholder value [10].

This is why it's important for companies to protect their brands from a legal standpoint. Trademarks identify exclusive ownership over a brand and/or product, along with any associated marketing tools. Registering trademarks prevent others from using your products or services without obtaining your permission [11].

When companies connect with customers' emotions, the payoff can be huge. Consider these examples: After a major bank introduced a credit card for Millennials that was designed to inspire emotional connection, use among the segment increased by 70% and new account growth rose by 40%. Within a year of launching products and messaging to maximize emotional connection, a leading household cleaner turned market share losses into double-digit growth [3]. And when a nationwide apparel retailer reoriented its merchandising and customer experience to its most emotionally connected customer segments, same-store sales growth accelerated more than threefold. Given the enormous opportunity to create new value, companies should pursue emotional connections as a science—and a strategy [8]. But for most, building these connections is more guesswork than science. At the end of the day they have little idea what really works and whether their efforts have produced the desired results. Our research across hundreds of brands in dozens of categories shows that it's possible to rigorously measure and strategically target the feelings that drive customers' behavior [5]. We call them "emotional motivators". They provide a better gauge of customers' future value to a firm than any other metric, including brand awareness and customer satisfaction, and can be an important new source of growth and profitability. At the most basic level, any company can begin a structured process of learning about its customers' emotional motivators and conducting experiments to leverage them, later scaling up from there. At the other end of the spectrum, firms can invest in deep research and big data analytics or engage consultancies with specific expertise [1]. Companies in financial services, retail, health care, and technology are now using a detailed understanding of emotional connection to attract and retain the most valuable customers. The most sophisticated firms are making emotional connection part of a broad strategy that involves every function in the value chain, from product development and marketing to sales and service [7].

According to the theoretical foundations, the research hypothesis can be expressed as follows:

**H1:** Video ads of top Iranian Insurance brands have a significant relationship with features.

### 3 The research method

The approach used in this research is a combined approach. This research has been conducted by a quantitative-qualitative method. The qualitative strategy of the present study is based on grounded theory and the quantitative strategy is based on the use of structural equation modeling. In terms of purpose-based research categorization, the present study can be considered as applied research. In this study, by identifying the dimensions of each structure for the customer market in the media and the environment and the Internet, the nature of the phenomena and the relationships between the variables are identified and a model is designed for the variables. To help develop the frontiers of scientific knowledge. Also, this research is qualitative in terms of the type of data used, and in terms of exploratory purpose, because the required data has been collected using semi-structured interviews and analysis of photos and advertising images.

The statistical population consists of experts and agricultural insurance specialists and agricultural engineers who work in the field of video advertising. In order to select the sample in the qualitative section, the judgmental and snowball sampling method was used. In this research, the researcher purposefully interviewed and analyzed the advertising images of the brands of the agricultural insurance industry and Iran Insurance with several experienced and expert clients in the field of agricultural insurance and Iran insurance brands, and continued the interview with an expert. Gave to reach the saturation stage. In each stage, the researcher reached the saturation stage by interviewing 8 experts.

The statistical population of the research in the quantitative part of agricultural insurance includes customers

(farmers, agricultural engineers, seed sellers, etc.) and in the research of Iran Insurance, its customers (insurers) and due to limitations and lack of access to all Customers across the country and other provinces, samples available in different cities of Gilan province were used. The sampling method is available in the quantitative section, non-probabilistic sampling method and type of sampling. According to the calculations, the minimum number of samples required in agricultural insurance and Iran Babar 384 was calculated, but because it was not possible to reach practically all customers across the country, the questionnaire in agricultural insurance agencies, in the Central Agricultural Bank (agricultural engineers who are experts in insurance), Seed sellers, etc. were distributed, and finally, with the return of 342 questionnaires, the data were analyzed, and also by distributing questionnaires among Iranian insurance customers, out of 384 questionnaires, 378 questionnaires were analyzed. In the quantitative part, to collect the information needed to test the research hypotheses in both insurances, the field method was used and questionnaire questions were distributed among customers.

### 3.1 Structural equation model

Structural equation modeling (SEM) is a multivariate, hypothesis-driven technique that is based on a structural model representing a hypothesis about the causal relations among several variables. In the context of fMRI, for example, these variables are the measured blood oxygen level-dependent time series  $y_1, \dots, y_n$  of  $n$  brain regions and the hypothetical causal relations are based on anatomically plausible connections between the regions. The strength of each connection  $y_i \rightarrow y_j$  is specified by a so-called path coefficient which, by analogy to a partial regression coefficient, indicates how the variance of  $y_i$  depends on the variance of  $y_j$  if all other influences on  $y_j$  are held constant. The statistical model of standard SEM can be summarized by the equation:

$$y = Ay + \mu \quad (3.1)$$

where  $y$  is an  $n \times s$  matrix of  $n$  area-specific time series with  $s$  scans each,  $A$  is an  $n \times n$  matrix of path coefficients (with zeros for absent connections), and  $u$  is an  $n \times s$  matrix of zero mean Gaussian error terms, which are driving the modeled system. Parameter estimation is achieved by minimization of the difference between the observed and the modeled covariance matrix  $\Sigma$ . For any given set of parameters,  $\Sigma$  can be computed by transforming eqn:

$$y = (I - A)^{-1}\mu \quad (3.2)$$

$$\Sigma = yy^T \quad (3.3)$$

$$\Sigma = (I - A)^{-1}uu^T(I - A)^{-1T} \quad (3.4)$$

or

$$Y = (I - \beta) = \varepsilon \quad (3.5)$$

$$Y = \varepsilon(1 - \beta)^{-1} \quad (3.6)$$

$$\Sigma = (y^T y) \quad (3.7)$$

$$\Sigma = (1 - \beta)^{-T}(\varepsilon^T \varepsilon)(1 - \beta)^{-1} \quad (3.8)$$

The sample covariance is:

$$S = \frac{1}{n-1}Y^T Y \quad (3.9)$$

where  $n$  is the number of observations and the maximum likelihood objective function is:

$$F_{ML} = \ln |\Sigma| - tr(S \Sigma^{-1}) - \ln |S| \quad (3.10)$$

where  $I$  is the identity matrix. The first line of eqn (3.10) can be understood as a generative model of how system function results from the system's connectional structure: the measured time series  $y$  results by applying a function of the interregional connectivity matrix – that is,  $(I - A)^{-1}$  to the Gaussian innovations  $u$ .

The PLS framework can be summarized into three matrix equations, two for the measurement model component and one for the path model component. For the measurement model component,

$$X = \Lambda_x \xi + \delta \quad (3.11)$$

$$Y = \Lambda_y \eta + \delta \quad (3.12)$$

where  $x$  is a  $p \times 1$  vector of observed exogenous variables, and it is a linear function of a  $j \times 1$  vector of exogenous latent variables  $\xi$  and a  $p \times 1$  vector of measurement error  $\delta$ .  $\Lambda_x$  is a  $p \times j$  matrix of factor loadings relating  $x$  to  $\xi$ . Similarly,  $y$  is a  $q \times 1$  vector of observed endogenous variables,  $\eta$  is a  $k \times 1$  vector of endogenous latent variables,  $\varepsilon$  is a  $q \times 1$  vector of measurement error for the endogenous variables, and  $\Lambda_y$  is a  $q \times k$  matrix of factor loadings relating  $y$  to  $\eta$ . Associated with (17) and (18), respectively, are two variance-covariance matrices,  $\Theta\delta$  and  $\Theta\varepsilon$ . The matrix  $\Theta\delta$  is a  $p \times p$  matrix of variances and covariances among measurement errors  $\delta$ , and  $\Theta\varepsilon$  is a  $q \times q$  matrix of variances and covariances among measurement errors  $\varepsilon$ . For flexibility, PLS describes the path model component as relationships among latent variables,

$$\eta = B\eta + \Gamma\xi + \zeta \quad (3.13)$$

where  $B$  is a  $k \times k$  matrix of path coefficients describing the relationships among endogenous latent variables,  $\Gamma$  is a  $k \times j$  matrix of path coefficients describing the linear effects of exogenous variables on endogenous variables, and  $\zeta$  is a  $k \times 1$  vector of errors of endogenous variables. Associated with (19) are two variance-covariance matrices:  $\Phi$  is a  $j \times j$  variance-covariance matrix of latent exogenous variables, and  $\Psi$  is a  $k \times k$  matrix of covariances among errors of endogenous variables. With only these three equations, PLS is a flexible mathematical framework that can accommodate any specification of a SEM model. SEM has been typically implemented through covariance structure modeling where the variance-covariance matrix is the basic statistic for modeling. Model fitting is based on a fitting function that minimizes the difference between the model-implied variance-covariance matrix  $\Sigma$  and the observed variance-covariance matrix  $S$ ,

$$\min f(\Sigma, S) \quad (3.14)$$

where  $S$  is estimated from observed data,  $\Sigma$  is predicted from the causal and noncausal associations specified in the model, and  $f(\Sigma, S)$  is a generic function of the difference between  $\Sigma$  and  $S$  based on an estimation method that follows. As Shipley concisely stated, causation implies correlation; that is, if there is a causal relationship between two variables, there must exist a systematic relationship between them. Hence, by specifying a set of theoretical causal paths, one can reconstruct the model-implied variance-covariance matrix  $\Sigma$  from total effects and unanalyzed associations. Hayduk outlined a step-by-step formulation under the PLS mathematical framework, specifying the following mathematical equation for  $\Sigma$ :

$$\Sigma = \begin{bmatrix} \Lambda_y A (\Gamma \Phi \Gamma' + \Psi) A' A'_y \Theta_\varepsilon & \Lambda_y A \Gamma \Phi A'_x \\ \Lambda_x \Phi \Gamma' A'_y & \Lambda_x \Phi A'_x + \Theta_\delta \end{bmatrix} \quad (3.15)$$

where  $A = (I - B)^{-1}$ . Note that in (21) the derivation of  $\Sigma$  does not involve the observed and latent exogenous and endogenous variables (i.e.,  $x$ ,  $y$ ,  $\xi$ , and  $\eta$ ). A common method in SEM for estimating parameters in  $\Sigma$  is maximum likelihood (ML). In ML estimation, the algorithm iteratively searches for a set of parameter values that minimizes the deviations between elements of  $S$  and  $\Sigma$ . This minimization is accomplished by deriving a fitting function  $f(\Sigma, S)$  (21) based on the logarithm of a likelihood ratio, where the ratio is the likelihood of a given fitted model to the likelihood of a perfectly fitting model. The maximum likelihood procedure requires the endogenous variables to follow a multivariate normal (MVN) distribution, and  $S$  to follow a Wishart distribution. Hayduk described the steps in the derivation and expressed the fitting function  $F_{ML}$  as

$$F_{ML} = \log |\Sigma| + tr(S \Sigma^{-1}) - \log |S| + tr(SS^{-1}) \quad (3.16)$$

where  $tr$  refers to the trace of a matrix and  $\Sigma$  and  $S$  are defined as above. Proper application of (22) also requires that observations are independently and identically distributed and that matrices  $\Sigma$  and  $S$  are positive definite. After minimizing (22) through an iterative process of parameter estimation, the final results are the estimated variance-covariance matrices and path coefficients for the specified model. The first is the overall model chi-square test based on a test statistic that is a function of the mentioned fitting function  $F_{ML}$  (22) as follows:

$$X_M^2 = (n - 1)F_{ML} \quad (3.17)$$

where  $n$  is sample size and  $X_M^2$  follows a chi-square distribution with degree of freedom  $df_M$  as defined above. Subsequently, a  $P$  value is estimated and evaluated against a significance level. The overall model chi-square test is only applicable for an overidentified model, that is, when  $df_M > 0$ . A justidentified model ( $df_M = 0$ ), for example, a path model representation of a multiple regression, does not have the required degrees of freedom for model testing.

The second fit statistic to consider is the Root Mean Square Error of Approximation (RMSEA), which is parsimony-adjusted index that accounts for model complexity. The index approximates a noncentral chi-square distribution with the estimated noncentrality parameter as

$$\hat{\delta}_M = \max(X_M^2 - df_M, 0) \quad (3.18)$$

where  $X_M^2$  is computed from (23) and  $df_M$  is defined above. The magnitude of  $\hat{\delta}_M$  reflects the degree of misspecification of the fitted model. The RMSEA is then defined as

$$RMSEA = \sqrt{\frac{\hat{\delta}_M}{(n-1)df_M}}. \quad (3.19)$$

Lastly, the Joreskog-Sorbom Goodness of Fit Index (GFI) is a measure of relative amount of variances and covariances jointly accounted for by the model, and it is defined as

$$GFI = 1 - \frac{tr(\sum^{-1} S - 1)^2}{tr(\sum^{-1} S)^2} \quad (3.20)$$

where  $I$  is an identity matrix. GFI ranged from 0 to 1.0 with 1.0 indicating the best fit.

## 4 Research Findings

Research This research started with the qualitative part and has continued with quantitative research. The qualitative and quantitative results of the research are as follows:

In the qualitative part of agricultural insurance, through interviews, it has been determined that the video advertising variable has two dimensions: image, text and content, which itself is divided into a message, feature, color and logo components, and it can be inferred that The message component in the video ad should be able to support agricultural insurance to serve the farmer, support agricultural insurance to the farmer and support agricultural insurance to the farmer when farmers' crops are threatened with environmental damage, and appreciate farmers' efforts. Explain correctly. Also, the component of video advertising features states that in designing video ads, duplicate stereotypes should be avoided, the slogan of the organization should be in harmony with its ideal, it should be lasting and effective, and the image should be designed in such a way that high complexity should be avoided when conveying the message, and color variation should be used to design video ads, and the color should be appropriate to the content and context of the ad, and the colors each have a different message to convey concepts to the audience. The logo also expresses the use of symbols and the possibility of conveying the message to the farmer and avoiding the scattering of text in the advertisement. The customer emotion variable has three dimensions: feelings between the government and the farmer, intra-personal feelings and the dimension of feelings between the farmer and the insurer. Individual feelings of farmers can be in the form of negative emotions such as cold and loneliness and sadness and creating a sense of danger in the customer if not insured and positive emotions of functional, spiritual and happiness, nostalgia, freshness, satisfaction, liberation and life, security and peace. Be interpreted when insured. Feelings between the farmer and the insurance can be in the farmer, the feeling of not being alone in the face of problems, the friendship between the insurance company and the farmer, the attraction, respect and esteem for agricultural insurance and the feeling of insurance neglect of the farmer's problems when not fulfilling obligations and Damage to damaged crops of the farmer. Migration of farmers and villagers from rural to urban areas can be considered as a factor in reducing the success of agricultural insurance advertising, as well as the history of bad farmers using agricultural insurance compensation and increasing insurance tariffs and neglecting inherent cultural differences etc. can be considered as factors that reduce the success of agricultural insurance advertising.

In the quantitative part of agricultural insurance, according to the results of exploratory factor analysis, there is a significant relationship between the component of video advertising and the feeling dimension between the government and the farmer and its insurance, this hypothesis has been confirmed and it can be interpreted that The more and the better the feeling between the government and the farmer, showing this in the video ads can have a greater impact on the audience (farmer) and as a result increase insurance sales. There is also a significant relationship between video advertising and the in-person dimension of customer feeling, and this hypothesis has been confirmed. The message, feature, color and logo, text and content within the video ads can have a great impact on the negative and positive emotions of the audience (farmer) and make them want to buy insurance or prevent it. There is a significant relationship between video advertising and the dimension between farmers and customer feeling insurance this hypothesis has been

confirmed and it means that the feeling of not being alone in facing problems, a friendship between the insurance company and farmer, attraction, respect and respect for agricultural insurance and the feeling of insurance negligence to the farmer's problems when not fulfilling the obligations and damages of damaged farmer products can be displayed in video ads and encourage farmers to buy agricultural insurance or when they feel neglect to the farmer's problems Stop buying agricultural insurance. Moderating factors play a moderating role in the relationship between video advertising and the dimension between the government and the farmer. It should be shown in video advertisements and be effective in persuading farmers to buy agricultural insurance.

In the qualitative part of Iran Insurance, through interviews, it has been determined that the video advertising variable has two dimensions: image, text and content. The image dimension is divided into message, feature, color and logo components, and can be interpreted as follows: The message component in the video ad shows the support of the customer (insurer) by Iran Insurance as well as the concerns of customers (insurers) of Iran Insurance. Also, the components of video advertising features indicate that in the design of video advertising, the image should be appropriate for different segments of customers (insurers) and the logo should be consistent with the strategy of the organization (insurer) and should be designed by familiar people. It should be done with Iran Insurance and in video advertising, creativity and novelty in image design should be done and the message should be well conveyed to the audience (customer). The color component of image advertising is interpreted in such a way that the color must be appropriate to the message of the image and colors must be used to convey the message and change using colorization. In the field of Iran Insurance video advertising logos, different symbols can be used those express different concepts. The typography and font component used after the text and content of Iran Insurance video ads should be legible, and distinct and at the same time observe features such as simplicity, spacing, the text used in the image should be completely focused and the type should be observed. And font size is also very important in influencing the audience (customer). The advertising slogan after the text and content of Iran Insurance video ads, should emphasize the assets and strengths of Iran Insurance, be appropriate and use a slogan in the video ad that is believed by employees and managers. The slogan used should be beautiful and the design should be done by the policy makers. The component of the dimension of text and content of video advertisements states that the text and content should be distinctive, attractive, and at the same time be simple and honest, have the ability to convey the message to the audience (customer). The component of the brand of text and content of video advertisements explains the strategies of the company (insurer) and pays attention to the differences of the audience, and the logo used, such as Damavand Mountain, Khorshid, etc., is appropriate for the Iranian insurance brand and is perfectly appropriate.

The component of trust in customer feeling states that Iran Insurance's video advertisements to its customers induce a sense of cooperation and sympathy when faced with damages and problems, and they feel safe, and when Iran Insurance fulfills its obligations. It works, it brings them a sense of security. The component of positive feeling in the customer's feeling interprets the fact that Iran Insurance video advertisements convey a sense of freshness and calmness to its customers, and also the component of customer loyalty (insurers) of Iran Insurance video advertisements indicates that video advertisements Iran Insurance creates a good feeling in its customers and they have a heartfelt desire to introduce the company (insurer) to others and attract customers (insurers). Underlying factors such as economic conditions due to low-income growth, living in poverty and shortages of the lower deciles of society, are very influential in the emotions that Iran Insurance video advertising has on its customers. Also, adjusting factors such as the characteristics of Iran Insurance, which include such things as poor information about Iran Insurance, its antiquity, incompatibility of Iran Insurance performance with slogans, market share and its statehood affect the feelings of Iran Insurance customers, which is evoked by video ads. Other components of the moderating factors are the characteristics of customers (insurers), which include the bad experience of services received from insurance, perceptual differences and ignorance of insurance policy conditions, as well as demographic characteristics of customers, including the familiarity of people with Iran Insurance. Age, amount of income, employment status, marital status and education of customers (insurers) are involved in their perception of video advertising. It is also a component of moderating the characteristics of the insurance industry, which sometimes uses unrealistic slogans and does not provide proper and appropriate information and education to its customers, as well as factors such as income and capital and the size of the industry on emotions. Stimulated by Iran Insurance video ads are effective.

In the quantitative part of Iran Insurance research, according to the results of exploratory factor analysis, there is a significant relationship between video advertising and the dimension of customer emotional trust, and this hypothesis has been confirmed and states that Iran Insurance video advertising to its customers, sense of cooperation and sympathy when faced with damages and problems, it induces them and they feel safe, and when Iran Insurance fulfills its obligations, it brings them a sense of security. There is a significant relationship between video advertising and customer loyalty dimension and this hypothesis has been confirmed and it can be interpreted that the component of customer loyalty (insurers) of Iran Insurance video advertising, indicates that Iran Insurance video advertising creates

a good feeling in their customers and they have a heartfelt desire to introduce the company (insurer) to others and attract the customer (insurer). There is a significant relationship between video advertising and the positive feeling of customer feeling and this hypothesis has been confirmed. The component of positive feeling in the customer's feeling interprets the fact that Iran Insurance video advertisements convey a sense of freshness and peace to its customers. Modulatory factors play the role of moderators in the relationship between video advertising and the dimension of customer confidence, and this hypothesis has been confirmed. Moderating factors such as the characteristics of Iran Insurance, the characteristics of customers (insurers), demographic characteristics of customers and the characteristics of the insurance industry about the impact of image advertising on customer trust, including a sense of cooperation and sympathy, hope, security and insurance commitment to It is the customers (insurers), it is influential and it affects and adjusts them. Modulatory factors play the role of moderators in the relationship between video advertising and the loyalty dimension of customer feeling, and this hypothesis has been confirmed. Adjusting factors such as the characteristics of Iran Insurance, characteristics of customers (insurers), demographic characteristics of customers and characteristics of the insurance industry about the impact of image advertising dimensions on customer loyalty dimension of customer feeling, including heart desire to introduce the company (insurer) to others and It is the customer (insurer) attraction, it is effective and it affects and modifies them. Modifying factors play the role of moderators in relation to the image of video ads and the positive sense of the customer. Modifying factors such as the characteristics of Iran Insurance, the characteristics of customers (insurers), demographic characteristics of customers and the characteristics of the insurance industry affect the dimensions of image advertising on the positive dimension of customer feeling, which includes a sense of freshness and a sense of calm, and it affects and modifies them.

## 5 Conclusion

The purpose of this study is to investigate the video ads of the top Iranian brands and their role in customer feeling. The main issue of the research is to increase customer emotion stimulation to persuade and guide the customer to buy products and services of domestic brands with regard to identifying the dimensions of video advertising of top Iranian insurance brands. It has components and structures and what does it have to do with the dimensions of video advertising of the top Iranian insurance brands? The present research method is a combination of qualitative-quantitative methods and uses relativistic paradigms, symbolic interpretation and grounded theory strategy. The statistical population is the top Iranian insurance brands and the researcher purposefully and information-oriented analyzed the video advertisements of the two top brands in the insurance industry in Iran as a statistical sample, qualitatively and quantitatively. The sampling method of this research is available in the quantitative non-probability part and in the qualitative part, it uses the theoretical sampling method. To collect data in the qualitative part, interview and analysis and photo analysis tools were used, and in the quantitative part, a researcher-made questionnaire was used. In the qualitative stage, Maxqda pro12 software was used to analyze the interviews and images, and in the quantitative stage, the relationships of the variables extracted from the qualitative model were tested using a questionnaire by structural equations in the PLS software. Agricultural insurance research indicates that:

1. The more the government supports the farmer, the more the government supports and the better the feeling between the government and the farmers, showing this issue in video advertisements can affect the audience (the farmer) and as a result, the insurance sales will be higher.
2. The message, feature, text, logo and color in the video ads can have a great impact on the negative emotions and the audience (farmer) and make them want to buy insurance or prevent them from doing so, so we suggest that it be. Pay attention to these points when designing video ads.
3. Modifying factors such as government support for farmers and agriculture can also have a great effect on motivating the customer and can be shown in video ads and be effective in encouraging farmers to buy agricultural insurance.

Findings of Iran Insurance indicate that:

1. The component of customer loyalty (insurers) of Iran Insurance video advertisements, states that Iran Insurance video advertisements cause a good feeling in their customers and they have a heart desire to introduce the company (insurer) to others and attract customers (Insurer).
2. The component of positive feeling in the customer's feeling interprets the fact that Iran Insurance video advertisements convey a sense of freshness and peace to its customers.
3. Moderating factors such as the characteristics of Iran Insurance, characteristics of customers (insurers), demographic characteristics of customers and characteristics of the insurance industry about the impact of image advertising dimensions on the trust of the customer, which includes a sense of cooperation, empathy, hope,



security and sense of commitment. Insurance is for customers (insurers), it is effective and it affects and adjusts them.

4. Modulating factors such as the characteristics of Iran Insurance, characteristics of customers (insurers), demographic characteristics of customers and characteristics of the insurance industry about the impact of image advertising dimensions on the dimension of customer loyalty customer feeling, which includes a heart desire to introduce the company (insurer) attracts others and attracts customers (insurers), is effective and influences and modifies them.

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