The Geometry of Selecting of Iranian Heroes by Iranian Teenagers (The Reasons for Rejection of Iranian Heroes by Iranian Teenagers)

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ABSTRACT
Marketing idea investigate thoughts and view of people in the society until reach choosing particular products based on thoughts of consumers that it can forecast the future needs and meet it with adequate response.In this marketing producers encourage people to accept their thoughts that they could keep their way in the target market. One of this marketing tools are advertising and media. The media can have a great impact on public opinion that it affects on consumer buying behavior. And even sometimes people unconsciously absorbed through the products that they propaganda in the media. In this article discusses the reasons for the rejection of Iranian heroes by the Iranian teenagers that one of the reasons can be revers acting producers and media programs. Methodology:In this study questionnaires set with qualitative questions and includes tow parts, one part for parents and the other part for teenager that were completed and returned by them. Using by snowball method 400 questionnaire were distributed that 205 questionnaire from teenager and 95 questionnaire from parents were collected. Results :Finally , we analyzed the influence of media, attractiveness of the products, family and tendency of accept the foreign culture

Key words: Myth , hero, marketing idea, shopping behavior

INTRODUCTION

As regards in the teenager's world most important thing is game that they spent most of their time whit their games. And based on the most advanced psychological theory any education for teenager should be institutionalized through the game and it emphasis the important role of games in raising teenager .

It seems teenager absorb find the rule of life by the games through its embodiment in the from of characters who deal with them in games as long as entertaining the game he\she live in the same space with characters in his\her mind.

As much as his\her relationship with that character more, surely will be more effective so when the child communicate whit character it meet his\her needs and the child will be more willing to stay in that space and spending time with the characters as far as all around them decorated with image of characters and they want their parents buy all pictures of favorite character

SCIENTIFIC FRAMEWORK

In this research there are two component (myth and heroes) that we considered some categories for them .in addition that categories that we study it will be more we have some definition for each of them.

A. definitions

The myth of an unusual and extraordinary things that are done by people who have exaggerated traits. As well as shahnameh that we see some strange and unnatural acts are done by people who have some strange specific characters. " the story may reflect a belief, if supported by the hard-line supporters , regarded as a myth." (myth. Robert Alan Segal)

The Heroes somebody who have believable and reasonable character which is so popular among the people do to its special characteristics that people have a tendency to fallow them. Thomas Carlyle, English philosopher and theorist contemplate peoples in the tow categories, special and common people. Special category is " hero" he mentioned that. (NAsrinAhavian)

B. theories

Theories about myth

There is no theory independently about myth. Anthropological theories about the myth in originally are cultural theory that it was used about the myth, phsychological theories of myth are the theory of mind, and sociological theories of myth are theories of society. (myth. Robert AlenSegal)

Here we have some theories about the myth, some of this theories noted the contrast between myth and science and some of them noted the contrast between myth and religion. First of all we study the rise of the myth. Here is three question, the question of rise function and object of the myth and we can say that for a respond: a myth created to meet a need and it continued to meet ongoing needs. (ibid)

Edward Burnett Tylor English anthropologist placed the myth following the religion and he asserted both of them are in contrast with science.

Science and myth against each other because both have explanation for same events such as rain this means that reason of the rain in the myth is goddess's buckets but in science it caused by mass of rain an their moves.

Bronislaw Malinowski believed the reason of bedouin people that turn to the myth is they couldn't find any reason for natural events then they tried connect this events with her\his acceptable mental image. Soin this way they can accept many natural events whit their own images that those was unknown. (myth. Robert AlenSegal)

Of course a myth for modern man is not only acceptable but also practically inevitable. The myth of all human phenomenon. Religion and associated with it myth are still only remain hidden. (Ibid.)

Theories about heroes

Thomas Carlyle, English philosopher and theorist classified people in two category: common people and gentlefolk. He called gentlefolk, heroes.(Nasrin Alaviyan).

He believes all the good and progress of creation owes the good deed and moral life that those gentlefolk had. Hence that giving such a privileged position for the gentlefolk, he believes that only they are deserved to be guided led and lead the people.(Ibid)

Theories about Idea marketing
There are many theories in Idea marketing but we brought four most popular than the others that they have necessary coordination with our research:

THE TRANSTHEORETICAL MODEL OF HEALTH BEHAVIOR CHANGE
This theory climes that behavior change is accomplished through a series of stages, rather than a single or sudden event. These five stages of change are precontemplation, contemplation, action, preparation, and maintenance.

Stage of change
Stage 1. Precontemplation: In the stage of precontemplation, individuals are not seriously considering behavioral change. Two distinct groups of precontemplators exist: those who are not aware that behavior change is possible or beneficial and those who are aware but choose not to pursue it.

Stage 2. Contempolation: In this stage, individuals actively consider making a change in behavior, weighing the advantages and disadvantages, or "pros and cons" of changing.

Stage 3. Preparation: As patients become more resolved about pursuing change, and less ambivalent, they enter the stage of preparation. In preparation, the commitment to change is made.

Stage 4. Action: In this stage, patients are actively engaged in modifying their voice-related behavior. The voice patient in action uses therapy sessions to discuss accomplishments and difficulties of adopting new behaviors and to review relevant voice exercises and techniques.

Stage 5. Maintenance: Maintenance is defined as integration of the newly developed behavior. In voice therapy, patients enter this stage when they are effectively and independently maintaining healthy voice use and vocal health-related behaviors on an ongoing basis.

THEORY OF PLANNED MODEL
This theory used to analyze the impact of social marketing to change behavior and attitude toward the consumption of lacked recourses . independent variables of this model are integrated social marketing (including: product, price, place and promotion) and perceived behavioral control that the control behavior is related to people's perception of the difficulty of carrying out new behavior.
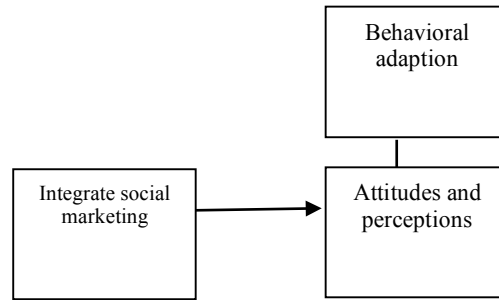
Feuger1. Relationship between attitudes and perceptions with behavior consistent and the four Ps of marketing
Source: modireat farada journal, Fateme Ghasemi , Gholamreza Bordbari

According to this model people have three behavior :
1. Think about possible consequences of behavior (behavioral beliefs)
2. The normative beliefs on others (normative beliefs)
3. Think about factors that may facilitate or hinder performance were treated (control beliefs)

Behavioral beliefs make a positive or negative attitude toward the behavior, normative beliefs result in perceived social pressure or subjective norm, control beliefs caused control perceived behavioral. As the general rule, as more as favorable attitude and subjective and perceived control is stronger, behavioral intention will be more in person.

There are many factors that affect the human attitudes, this factors can affect indirectly on purchase and consumer choice. The Purpose of social marketing is influence the thoughts and ideas to impact on buying patterns and consumer choice to create your desire.

In this study, we investigate the people orientation to accept heroes and myth in their lifestyle and whereby accept them in their buying goods.

COMPLEX BEHAVIOR IN BUYING

When the consumer have to select an item of vary products, it will have complex behavior in buying ; when the product is expensive and risky or the shopping where done rarely, it have involved in the buying process a lot. Basically, consumers have to learn about the product. (principle of marketing, Philip Kotler and Gary Armstrong)
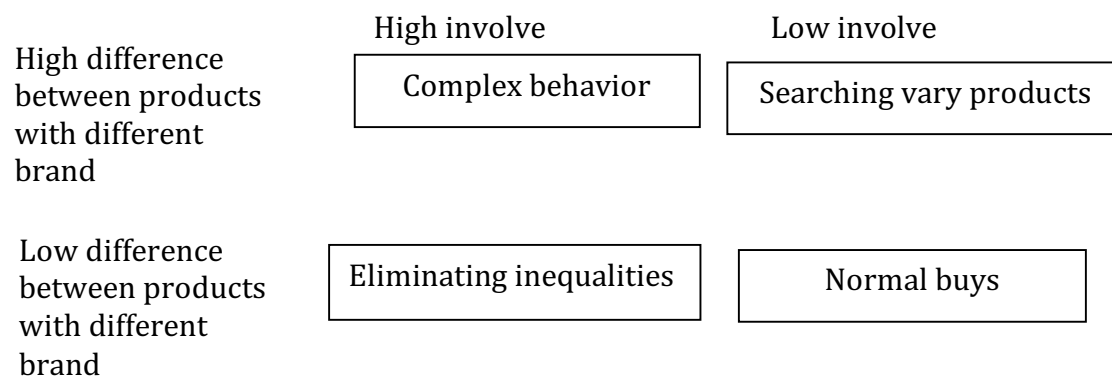

Feuger2. Four types of buying behavior
Source: principle of marketing, Flip Kotler and Gary Armstrong

BUYER'S DECISION MAKING PROCESS

Consumers during product selection and buying process spent five stages: recognition of problem or need, search and maintaining information, evaluation of available alternatives, make a choice, post-perches behavior. obviously, the purchasing process begins before purchase and it continued a period of time after that. Marketers must consider the whole process of purchase and not gust "buying decision".

Recognition of need	→	Search for information	→	Evaluation of available alternatives	→	Make a choice	→	Post-purchase behavior
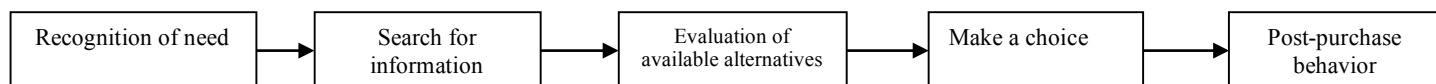
Feuger3. Decision making process
Source: principle of marketing, Flip Kotler, Gary Armstrong

4-1. recognition of need: Buying process beginning with recognition of need. Buyer becomes aware of a problem or a need; the buyer noticed the difference between the actual and ideal situation.

4-2. search for information: A consumer who has created an incentive and motivation in him, is likely to seek more information on it, and sometimes not so

The consumer can obtain information from the following sources:
- Personal sources: family, friends, neighbors and acquaintances
- Commercial sources: advertising, sellers, intermediaries, method of packaging and exhibitions
- Common sources: media, organizations that determined credit rating agencies (products)
- experimental resources: use of the product try and work with it

4-3. Evaluation of available alternatives: each consumer considered by specific situation of purchase for the evaluation of information use particular methods. In some cases a consumer used manner way with exact calculations, and other cases the consumer make a choice without any evaluation and do it by a strong tendency, sometimes used their friend's ideas, or in terms of used the specific guidance and recommendations of sellers.

4-4. make a choice: in the evaluation stage, consumer arranged products by priority and intend to buy. There is tow factor between "intention buying" and "decision buying":

Other's decision: other's decision can affect the margin decision of consumer.

Unexpected situational factors: it may consumer intent to buy with such factors: expected revenue, expected price and expected benefits; but unexpected factors change the consumer's intention.

4-5. post-purchase behavior: with buy the product does not end the marketer work. After purchase consumer can be satisfied or not ; therefore post-purchase behavior have to consider by marketers.

RESEARCH TYPE

Survey research is a process of gathering information about what people know, think or what to do (Ali Elahian). According to the above definition this research is a survey cause this

research study the people thoughts and why people done by distribute questionnaire. This research examines the way people about choosing Iranian myth and heroes and also buying some goods that they are introducing this fugleman. This survey is a Mixed (qualitative & quantitative research).

Target community
Since the target community was unlimited the selected samples were select randomly and the information collected with questionnaires that they were analyzed with snowball method. This community included zanjan's students.

Sample society
The sample society members are students in two grounds (middle and high school) of second district of zanjan. questionnaires have two parts that one part related to parents and the other one for students; information about the distribution of sample society is as fallow:

Parent
Number: 95
Education level: elementary level, middle and high school, college education

Teenagers
 Number: 205
Education level: middle and high school

Data collection method
Information were collected by open answer questionnaires; it had 25 questions for parents and 21 questions for teenagers.

Data analyses method
Collected information were analyzed by descriptive statistic techniques (ratio, average, percent) and spider-web method.

Variables
There are four main variables in this survey that they are as fallow: Independent variable: culture and media . Dependent ariables: goods that introduced foreign characters . Moderate variable: goods that introduced Iranian characters and Controlled variable: subcultures.

RESULTS AND FINDINGS
First result: about 21.6 percent of community people selected media for search the information about heros.

Second result: 35.6 percent of students select goods affected by their parents .

Third result: 24 percent of community asserted attractive massage in media is important to select a special kind of good or changing attitudes.

Fourth result: 11.06 percent of people asserted attractive property in goods can be effect in choosing.

Fifth result: acceptance product in the community is one of the factors that can affect product selection that 8 percent of people refer to this topic.

Sixth result: location and product availability is another factor influencing product selection that 53 percent of people prefer to this factor.

Seventh result: 0.9 percent of people select the foreign characters so they prefer to changing their culture.

Eighth result: 25..05 percent of people that have average revenue (about between 300$-1,500$) prefer the Iranian characters to foreign characters.

Tenth result: 30.2 percent of people that have high revenue (about higher than 1,500$) prefer the Iranian characters to foreign characters.

Eleventh result: 73.2 percent of parents prefer the Iranian characters .

Twelfth result: 67.5 percent of teenager prefer the Iranian characters .

Thirteenth result: the average percent of parents and teenager in choosing characters is so close together so generational differences isn't in this average.

Fourteenth result: 12.3 percent of teenager who have working parents (mother and father) prefer the Iranian characters to foreign characters.

Fifteenth result: the most influencer factor teachers ans school study and the least influencer factor is cultural centers. . 22.6% media, 15.7% family, 3.5% friends, 2.7% cultural centers, 37.7% teachers and school study of teenager community effect changing treats and accordingly effect the product selection.
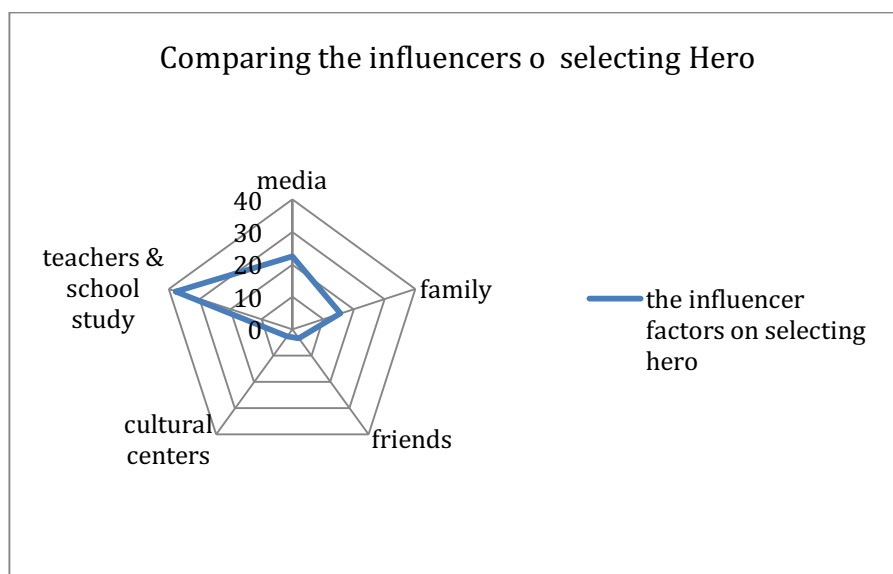
Sixteenth result: 15 percent coevals affect their decision.

Seventeenth result: 10.7 percent satisfying of a special product affect to re-election.

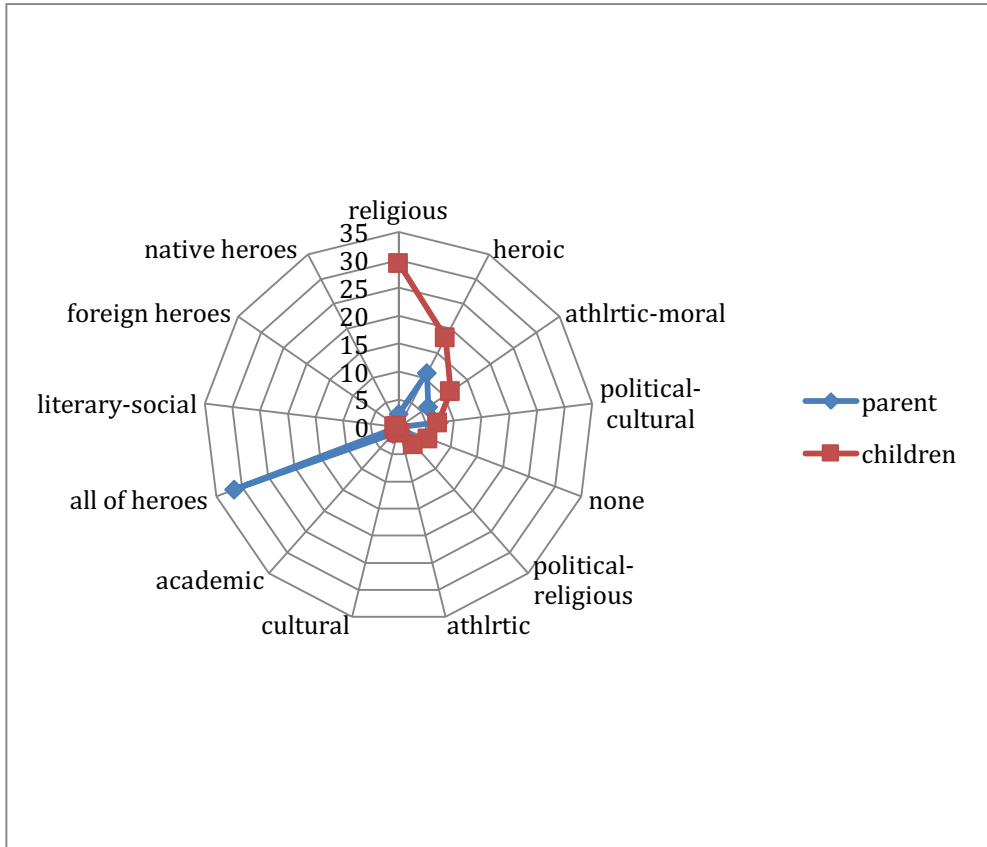**Eighteenth result:** according to classification of heroes; parent and teenager's choose are as fallow:

Diagram1: Geometry of Parent and teenager's choosing

As we see the pattern and geometry of hero-orientationism of parents and teenagers are absolutely different.

***Nineteenth result*:** The impact of four influencing factors to choosing heroes are given below:
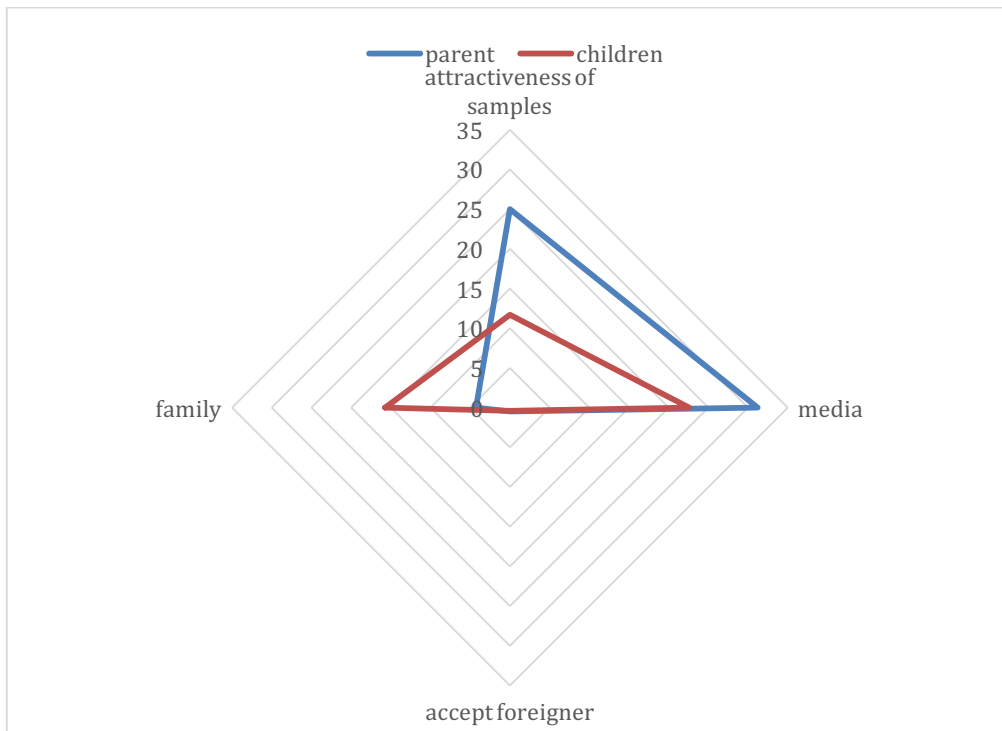

Diagram2. Impact of four factor to parent and teenager's choose

DISCUSSION

الگو وهندسه قهرمان گزینی نوجوانان و والدین بسیار متفاوت است. ضریب اثر گذاری هریک از عومل اثر گذار بر انتخاب قهرمان متفاوت است. اثرگذارترین عامل برای والدین جذابیت نمونه و برای نوجوانان رسانه ها هستند. پذیرش فرهنگ خارجی بر هر دو گروه کمترین میزان اثراگر گذاری را دارد. اگر قهرمانان مورد نظر نوجوانان و والدین میزان مورد پذیرش قرار گرفتن هر دسته از قهرمانان - که ما به سیزده گروه تقسیم کردیم -را دسته بندی کنیم معلمان اثرگذارترین عامل و مراکز فرهنگی کم اثرترین عامل در فرایند انتخاب قهرمانان ایرانی متفاوت است. توسط نوجواناند. قهرمانان واقعی و افسانه ای ایران بسیار کم مورد اقبال نوجوانان هستند، باید یک جریان چند وجهی و پرشور قهرمان گرایی متناسب با عصر یک تمدن(تمدن اطلاعاتی) و چند فرهنگ به منظور بازتعریف ترکیب هویت در ایران راه اندازی شـود.

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