



The Role of Mass Media and its Impact on Creating Businesses in Afghanistan

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Abstract

The present study was conducted with the aim of examining the impact of mass media on business creation in Afghanistan. It is applied in terms of purpose and quantitative in terms of the nature of the data, and the method of collecting field data is using a standard questionnaire tool. The statistical population of the present study consists of university professors, undergraduate and master's degree students, and mass media employees in Afghanistan. Therefore, the size of its statistical population was chosen to be unlimited and the size of its statistical sample was chosen to be (65 people); Therefore, its sampling method is stratified random, this sample size includes (17) students in business management and communications with bachelor's degrees, and (48) professors from Afghan universities and students with master's and doctoral degrees. SPSS software was used to analyze demographic data and questionnaire variables. The t-test was used to verify the normality of the data, Cronbach's alpha was used to prove the reliability of the research, and the Friedman test was used to rank and determine the level of significance between the media. The findings of this study are that mass media has played a fundamental and effective role in creating businesses in Afghanistan. Among these, visual mass media (television) has had the greatest impact on creating businesses in Afghanistan. The second most influential medium on business creation was the audio media (radio); And finally, the third most influential medium in creating businesses in Afghanistan is the written media (magazines).

Keywords: *Afghanistan; Mass Media; Television; Radio; Magazines; Business*

Introduction

Through the current era and the advancement of the world of information and communication, at no time in history there has been as widespread and extensive communication between nations and governments as in this contemporary era and by looking at the activities and functions of mass media, it is generally evaluated in contrast to two sectors and two powers. First, mass media disseminate information

to the general public by reflecting information data. And secondly, by increasing public awareness, they collect data, resulting in opinions and suggestions, and in this way establish relations between the government and the nation and vice versa (Matani and Hassanpour, 2014). Although the growth and development of societies depend on the level of progress and attention paid to the media and communication channels of that society. Every society and country has its own media and communication sources. The role of the media as an auditory and even visual source is important for the nation and the government (Biabani and Zoqi, 2018). The expansion and influence of media in the present era, by creating opportunities for different sectors, is an advantage that is available to societies today, and every person benefit from it to meet their needs (Babran and Pour Rashidi, 2012). Given the age of technology today, an important part of the world's communication and information infrastructure is the responsibility of the media. The use of media, especially mass media, in the political, cultural, and economic sectors is increasingly used today (Matani and Hosseinpour, 2014).

Some features of the modern world are the result of a series of institutional and fundamental developments in Europe at the end of the middle century and the beginning of the technological era (Ahmadi, 2010, p. 57). Today, by creating innovation and creativity in some of the tools and technologies available in the media, organizations have been able to benefit from many activities and functions, such as different dimensions of new business models, marketing methods and approaches, forecasting supply and demand, using new management and training methods, increasing and creating creativity and innovation, sharing knowledge, bilateral cooperation, and creating strong and sustainable relationships (Khalisi, 2017, p. 286). Today, the people of Afghanistan are engaged in various businesses such as agriculture, the weaving industry, services, etc, with the majority of them engaged in the agricultural sector.

with the present study is entitled *The Role of Mass Media and Its Impact on Creating Businesses in Afghanistan* and although today the mass media plays a valuable and diverse role in the Afghan scholarly community from various perspectives, Accordingly, the present study seeks to address the issue of what role mass media such as television, radio, and magazines play in creating businesses in Afghanistan, and which mass media has the greatest role in creating businesses in Afghanistan. And what kind of mass media do Afghans use? What is the role of mass media in creating businesses in Afghanistan?

Importance and Objectives of the Research

Although this phenomenon in Afghanistan has always been a bridge of communication between the government, the people, and various organizations and institutions, and as a spokesperson for the people have strived to reflect hidden truths. Mass media play various roles in individual and social life. At a macro level, it also showcases different styles, such as the country's political life. Similarly, mass media such as television, radio, magazines, and newspapers prevent societal deviations such as rape, murder, and explosions, or determine political, economic, and social events, etc. Business creation is also a major factor in development. Business in different sectors in every country and society, in addition to increasing the source of individual and social income, creates diverse jobs and prosperity (Atani, 1400, p. 21).

It is obvious that without the use of mass media, life would be disrupted. In the absence of mass media, individuals and society would suffer from numerous problems. For example, if the necessity of mass media in the trade and business sector is considered in today's societies, where organizations and production and service institutions that offer products and services to the target market It uses mass media to introduce its products and services, and advertising agencies whose income is obtained through advertising. Meanwhile, in the absence of mass media, this institution faces many problems. On the other hand, if mass media are included in the institution and organizations, in the absence of advertising media, their performance will be undermined and they will face various losses. This research aims to achieve the following objectives:

- Explaining the role of mass media and its impact on creating a business.
- The role of television in creating business in Afghanistan.
- The role of radio in creating business in Afghanistan.
- The role of print media in creating businesses in Afghanistan.

Research Backgrounds (Domestic and Foreign)

In a study titled *Media and the Status of the Right to Access Public Information in Afghanistan Today*, the aim of this study was to examine the media and the status of the right to access information in Afghanistan, the importance of the media for responding to government agencies, and the limited right to access information in Afghanistan today. Which is intended to identify the limitations of media access to data for information dissemination. The data for this study were collected qualitatively using interviews with 11 journalism professors. The result of this research indicates that the legal state of Afghanistan has provided the basis for the creation of media. It has addressed the media's access to information in the Constitution, the Mass Media Law, and other laws; However, for reasons such as public interest, security, political obstruction, and internal and external media barriers, the media has been unable to access information. Therefore, media outlets and journalists sometimes resort to self-censorship for various reasons (Sadat, 2019, p. 3).

The research aimed to examine the views of students at Jawzjan University, Afghanistan, regarding the role of mass media in the economic development of Afghanistan. The importance of mass media, which is considered one of the main indicators of development today, is examined from the perspective of students at this university. Mass media transmit information by presenting socially agreed-upon facts, interpreting them, and establishing a relationship between objective facts and shared experiences of individuals on the subject of goal-directed activities. And based on the extent to which people use communication tools, they shape public attitudes and thoughts, and in this way, they intangibly affect the attitudes of each individual in society and lead individuals in society to develop their own society. (Ebad et al., 2017, p. 1)

The research was conducted to gain access to the level of job dissatisfaction among Afghan journalists. This research uses the theories of two scientists, Herzberg and Blufi, and the approach of this research is a combination of quantitative and qualitative methods. The results of this quantitative approach indicate that most journalists are not fully satisfied with their job. The qualitative result of this research indicates that Afghan journalists are dissatisfied with Herzberg's theories, which represent both retaining and motivating factors. Here too, factors such as low wages, lack of security, gender differences, social instability, lack of opportunities for growth and development, lack of access to information, and other factors have had an impact on the level of job dissatisfaction among Afghan journalists (Kabiri and Bahrwan, 2019).

The research, which is a descriptive-analytical type, states that: Freedom of expression has been examined in various ways, and in some sections, its functions and consequences have also been analyzed. The Human Rights Research and Studies Department designed a comprehensive questionnaire and sent questions to all provincial regional offices of the commission. The Control and Evaluation Department interviewed and discussed with 538 people in 14 regional and provincial offices. The results of this research showed; Although many actions have been taken by the government so far; But there are still many challenges in this sector, such as lack of security and lack of necessary support for media activists from the government, which are among the most important challenges (Afghanistan, 2018, p. 17).

Gholamhossein Biabani and Zoqi wrote the article, that the main goal of this research is to determine to what extent the media can play a role in creating transparency and how it can combat corruption. The result of this research indicates that, given the complexity of the corruption phenomenon,

legal practices alone are not capable of controlling corruption-related problems. But the media can expose problems related to corruption to assess and express a variety of societal problems. With the media's ability to prevent corruption, the government's ability to hold the media accountable to the nation is limited. To create transparency and reduce corruption, the media needs access to transparent information so that the media can play its essential role in curbing corruption and creating transparency (Biabani and Zoqi, 2018, p. 117).

The article titled "Investigating the Relationship Between Marketing Through Social Media and Customer Commitment Through Brand Value" was conducted. That social media marketing and customer engagement are different from commercial marketing. It is welcomed by everyone because it is widespread in today's world and accessible to everyone. The purpose of this study is to identify the relationship between marketing through mass and social media with customer commitment through brand value. Data collection was conducted through 390 questionnaires. The results of this research indicate that marketing through mass and social media has a positive impact on brand value and customer commitment. Also, marketing through mass media has a positive role in customer commitment and loyalty (Rahimnia et al., 2018, p. 87).

Esmaili et al. conducted a study. The aim of this study was to investigate the relationship between television commercials and the choices made by applicants; The survey method used was a questionnaire. The statistical population of this study was all urban residents of Tehran aged 25 to 60, with a sample size of 386 people, using multi-stage cluster sampling. The results of this study, using Pearson's test, show that there is a significant relationship between consumer demand for the product and the variables of interest in television commercials, belief in advertising, advertising structure, evaluation of commercials, external attractiveness, viewing television commercials, and familiarity with product names and logos. And the results of the regression test indicate that there is a high dependence between the evaluation and mindset of television advertisements and product selection by applicants (Esmaili et al., 2018, p. 1).

Investigating the role of written texts in stimulating investor emotions and creating stock price bubbles on the Tehran Stock Exchange is a study conducted by Goodarzi et al. in 2019. This research has an applied purpose and, from the perspective of collecting data and information, is a descriptive survey type. In this research, its main goal was to examine the characteristics of a community. And the statistical population of this research consists of investors and investment organizations in the stock market. It has a statistical sample of 151, and the data for this study were collected through a questionnaire tool developed by the researcher. The results of this study demonstrate this. That words and phrases that have negative meanings in written media have a positive effect and a fundamental relationship with the behavioral tendencies of shareholders, market indicators, and this supply and demand on the behavioral performance of investors, and finally this performance of investors on the existence of stock price bubbles (Goodarzi et al., 2019, p. 137).

The following study was conducted to investigate the impact of broadcasting programs with entrepreneurial content on provincial networks on promoting entrepreneurial culture. This research aims to investigate the relationship between broadcasting programs that are related to entrepreneurship and the institutionalization of entrepreneurial culture and the current observation of these relationships in the Zagros provincial network of Kermanshah using a quantitative descriptive method. The statistical population of this study includes students with postgraduate education from the Faculty of Social Sciences, Razi University of Kermanshah. The result of this research is that the relationship between broadcasting programs related to entrepreneurship in Zagros provincial networks is not in a leading and influential position (Nadari et al., 2019, p. 1).

Research Method

The purpose of this research is applied – developing and in terms of the nature of the data is quantitative– questionnaire. In here the research method is to refer to the library, with a quantitative approach and use of the field method with a questionnaire. This research method is used to evaluate the role of media in creating business. To collect the sources and data for this research, in addition to library sources (to complement theoretical discussions), a field method with a quantitative approach using a (standard) questionnaire was used to collect the first category of data with 28 questions Its statistical population includes professors at Afghan universities, students with bachelor's and master's degrees, and Afghan mass media employees. The geographical scope of the research is the country of Afghanistan (the study community is the role of mass media and its impact on creating businesses in Afghanistan). However, the subject matter is the impact and role of mass media (visual, audio, and written) in Afghanistan. Accordingly, it does not consider any specific time frame.

Mass media in Afghanistan

Although today mass media is an inseparable part of human life and is considered one of the main factors of social change .Therefore, mass media play an irreplaceable role in everything from economics to politics and culture. Given that mass media is considered one of the indicators of growth and development, and business is also one of the subsets of this indicator Therefore, it can be said that mass media, by publishing commercial and advertising messages, etc., can create various businesses, and the creation of businesses causes an economic cycle that ultimately leads to the growth and well-being of the lives of the people in society. As a result, it also plays a fundamental role in creating businesses. History of mass media in Afghanistan The first appearance of mass media in 1252 AH, coinciding with the reign of Amir Sher Ali Khan, can be called the year of the birth of media in Afghanistan. After the fall of the first Taliban government in 2001, the media in Afghanistan grew and expanded despite insecurity and instability. In 2021, the Taliban regained control of the country and introduced new laws for various matters, including the media.

In Afghanistan, mass media such as television, radio, the Internet, satellite, newspapers, magazines, and books are known as mass media. In Afghanistan, the media plays multiple roles, such as creating scenes where the country's political life or cultures are displayed in different styles Mass media, including television, radio, and magazines in Afghanistan, directly benefit from social deviations such as rape, murder, explosions, and political, social, and economic events that occur in production and service organizations. Despite the positive functions of the media in informing the public, the media also has negative functions. Of all the mass media, television is given the most emphasis in this regard because television is the only media that broadcasts programs in visual, written, and audio form. In particular, some television channels promote crimes by presenting vulgar images that violate public decency and writing immoral texts.

Business environment in Afghanistan

By runing and establishing production and service organizations to create and improve the business environment in Afghanistan, it can be considered a great opportunity for economic, cultural, and social development. Although Afghanistan is a developing country, there are many opportunities for investment and various businesses.

In Afghanistan, people are engaged in various businesses, some of the most important and well-known businesses being agriculture, industrial production, services, handicrafts, and construction. that these agricultural sectors in afghanistan are considered as one of the most important economic and security areas this sector has an important role in the economy of afghanistan due to its rich water resources, fertile soil, and with proper processing water. the largest share of agricultural production in Afghanistan is food crops such as wheat, barley, rice, lentils, peas, potatoes, etc.; About 70% of Afghanistan's population is engaged in agriculture and other sectors where Afghans work such as

clothing, food, building materials, and services, such as trade, slaughter, education and health services, are involved in manual industry, such as weaving and weaving. In Afghanistan, it is also known as the independent media, such as radio, television and magazines. that by spreading propaganda messages in different areas such as education, commerce and other social issues to the audience and target market, they have been far more aggressive in creating content. Today, there are more than 78 radio frequencies in Afghanistan, with more than 45 television networks and 16 magazine stations. In the following table are the visual, audio and graphic media operating in Afghanistan.

Table 1) Afghan mass media

NO	Audio media (radio)	Visual media (television)	Written media (magazines)
1	National Radio Afghanistan	Afghan National Television	Etelat-e-Ruz Newspaper
2	Radio Afghanistan	Educational television	Khama Press
3	Radio Herat	Ariana TV	Afghanistan Newspaper
4	Radio Farah	Payam Afghan TV	Afghan Outlook Newspaper
5	Radio Kandahar	Voice of Afghanistan TV	Eraad Newspaper
6	Radio khost	Farsi TV 1	Anis Newspaper
7	Radio Balkh	Zamzameh TV	Arman Milli Newspaper
8	Radio nimroz	Aria TV	Cheragh Newspaper
9	Radio samangan	Ayneh TV	Akhbar-e-Ruz Newspaper
10	Radio nangarhar	Star TV	Islah Newspaper
11	Radio Laghman	Afghan Television	Hewad Newspaper
12	Radio Takhar	Today Television	Rah Nejat Newspaper
13	Radio Kunduz	Maivand Television	Visa Newspaper
14	Radio Paktia	Tamadon Television	Sokhan Jadid Newspaper
15	Radio Ghazni	Dawat Television	Bidar Newspaper
16	Radio Helmand	Rah Farda Television	Sobh Newspaper
17	Kenner radio	Zhwandoon Television	
18	Radio Faryab	Saba Television	
18	Radio Ghor	Teh Television	
20	Radio Badghis	Sepehr Television	
21	Radio Badakhshan	Shamshad TV	
22	Radio Baghlan	Tolo TV	
23	Radio Paktika	Tolo News TV	
24	Radio Zabul	Kabul News TV	
25	Radio Ava Herat	Kawsar TV	
26	Radio Neda	Gakhashan TV	
27	Radio Baran Herat	Lemar TV	
28	Radio Kilid Herat	Nehah TV	
29	Radio Ariana FM	Noor TV	
30	Radio Sahar	Noorin TV	
31	Good Morning Radio Afghanistan	Haft TV	
32	Nadai Peace Radio	Eq TV	
33	Salaam Watandar Radio		

Benefiting from media solutions in creating business in Afghanistan

The creation and prosperity of a business in any country depends on the creation of a suitable business environment, the ability to attract customers and increase sales, improving brand recognition and customer relationships, and the use of effective marketing methods. The prosperity of business in Afghanistan also depends on banking facilities, simplifying regulations and reducing corruption, developing infrastructure, developing local industries, training a skilled workforce to ensure security, and so on. If we want to promote business in Afghanistan using mass media, mass media play an important role in promoting and developing businesses in Afghanistan. They can help businesses live and with extensive coverage of news, advertising, and analytical and educational programs by providing the necessary information and facilities; Here are some tips on using social media to increase and promote business in Afghanistan. These solutions, based on the resources available for this research, are predictable for creating, improving, and promoting businesses through mass media.

- Choosing the right media and targeted marketing according to the needs of the audience and conducting creative and effective advertising in mass media. Like television, radio, magazines, and newspapers, it can increase brand recognition and the features being advertised among Afghan audiences and will boost business.

- Establishing communication and cooperation with local media such as local radios and newspapers will help to have greater access to the Afghan population. In this way, they can introduce and build credibility for their brand by conducting interviews, programs, and holding public events.

- Mass media can act as an independent source of information in Afghanistan and create a space for healthy and transparent competition between businesses. This can encourage transformation and reform in various industries, which in turn improves the quality of products and services.

- Mass media can play an important role in raising awareness and educating Afghan businesses entrepreneurs. Television, radio, and educational content on social media can help entrepreneurs improve their skills and knowledge and implement best business strategies and practices.

Statistics and research data analysis

A- Descriptive research statistics

In the present study, descriptive statistics such as gender, age range, level of education, years of work, and having relevant works were considered for the respondents, as shown in the table below.

Table 2) Descriptive variables of the study

Variables	Indicators	Related statistic	Collection
Gander	Male	56	65
	Female	9	
Age	30 Years and less	48	65
	31 to 40 Years	15	
	More than 40 years	2	
Education	Bachelor	17	65
	Master	45	
	Ph.D.	3	
Work experience	Between 1-5 years	48	65
	Between 5-10 years	14	
	more than 10 years	3	
Related scientific works	Book	14	65
	Article	34	
	Nothing	17	

B- Analysis of research data

This table shows the tests performed, which include skewness, kurtosis, variance, standard deviation, median, maximum and minimum limits. These tests indicate the level of reliability and validity of the data obtained from the questionnaire tool; It was conducted on the mass media variables of television (includes 11 questions), radio (includes 7 questions), and magazines (includes 10 questions).

Table 3) Descriptive statistics of research variables

	Number of respondents	The smallest limit	The greatest limit	Middle	Standard deviation	Variance	Elongation	Skewness
Questions about television	65	1.00	5.00	3.3846	.94691	.897	.297	.586
	65	1.00	5.00	3.5231	1.03241	1.066	.297	.586
	65	1.00	5.00	3.2923	1.05657	1.116	.297	.586
	65	1.00	5.00	3.3846	1.04122	1.084	.297	.586
	65	2.00	5.00	3.5385	1.04697	1.096	.297	.586
	65	1.00	5.00	3.3692	1.08353	1.174	.297	.586
	65	1.00	5.00	3.3538	1.11005	1.232	.297	.586
	65	1.00	5.00	3.4615	1.14669	1.315	.297	.586
	65	1.00	5.00	3.7846	.97616	.953	.297	.586
	65	1.00	5.00	3.6154	.96327	.928	.297	.586
	65	1.00	5.00	3.2923	1.11416	1.241	.297	.586
Questions about radio	65	1.00	5.00	3.5385	1.11911	1.252	.297	.586
	65	1.00	5.00	3.3846	1.14144	1.303	.297	.586
	65	1.00	5.00	3.4462	1.04628	1.095	.297	.586
	65	1.00	5.00	3.4769	1.04743	1.097	.297	.586
	65	1.00	5.00	3.5846	1.05907	1.122	.297	.586
	65	1.00	5.00	3.5385	1.07641	1.159	.297	.586
	65	2.00	5.00	3.6000	1.02774	1.056	.297	.586
Questions about magazines	65	1.00	5.00	3.2000	.98742	.975	.297	.586
	65	1.00	5.00	3.2308	1.16952	1.368	.297	.586
	65	1.00	5.00	3.0462	1.08153	1.170	.297	.586
	65	1.00	5.00	3.2154	1.03821	1.078	.297	.586
	65	1.00	5.00	3.1538	1.16231	1.351	.297	.586
	65	1.00	5.00	3.2615	.95651	.915	.297	.586
	65	1.00	5.00	3.4462	1.07574	1.157	.297	.586
	65	1.00	5.00	3.2462	.98474	.970	.297	.586
	65	1.00	5.00	3.0462	.99107	.982	.297	.586
	65	1.00	5.00	3.1538	1.10723	1.226	.297	.586

In this study, data were collected through a (standard) questionnaire for analysis. Which is answered by a statistical sample. Therefore, computer software (SPSS) is used to analyze the data in this study. In this software, t-tests are performed to check the normality of the data (consistency of the questionnaire data). And to test research variables that are used based on the model and specific research questions.

First - T-test

The standard limit of t is 1.96; in this section, the t-test table has been extracted, in which the t-test was performed using SPSS software and a confidence level of 95%. This means that the questions are posed on a five-point Likert scale, with the lowest limit being 1 and the highest limit being 5, with the middle limit and the highest probability of choosing 3 (Moomini et al., 2010, pp. 207-208). The t-test is intended to determine the normality of the research variable data.

Table 4) T-test criteria

Variables	T-status	Number of respondents	Significance level	Average deviation	Low level	High level
Questions related to visual mass media (television)	28.818	65	.000	3.38462	3.1500	3.6192
	27.512	65	.000	3.52308	3.2673	3.7789
	25.122	65	.000	3.29231	3.0305	3.5541
	26.207	65	.000	3.38462	3.1266	3.6426
	27.248	65	.000	3.53846	3.2790	3.7979
	25.070	65	.000	3.36923	3.1007	3.6377
	24.359	65	.000	3.35385	3.0788	3.6289
	24.338	65	.000	3.46154	3.1774	3.7457
	31.258	65	.000	3.78462	3.5427	4.0265
	30.260	65	.000	3.61538	3.3767	3.8541
Questions related to audio mass media (radio)	23.824	65	.000	3.29231	3.0162	3.5684
	25.492	65	.000	3.53846	3.2612	3.8158
	23.906	65	.000	3.38462	3.1018	3.6675
	26.555	65	.000	3.44615	3.1869	3.7054
	26.762	65	.000	3.47692	3.2174	3.7365
	27.288	65	.000	3.58462	3.3222	3.8470
	26.503	65	.000	3.53846	3.2717	3.8052
Questions related to written mass media	28.241	65	.000	3.60000	3.3453	3.8547
	26.128	65	.000	3.20000	2.9553	3.4447
	22.272	65	.000	3.23077	2.9410	3.5206
	22.707	65	.000	3.04615	2.7782	3.3141
	24.969	65	.000	3.21538	2.9581	3.4726
	21.876	65	.000	3.15385	2.8658	3.4419
	27.491	65	.000	3.26154	3.0245	3.4985
	25.828	65	.000	3.44615	3.1796	3.7127
	26.577	65	.000	3.24615	3.0021	3.4902
	24.780	65	.000	3.04615	2.8006	3.2917
	22.965	65	.000	3.15385	2.8795	3.4282

Second - Cronbach's alpha of research variables

One of the popular methods for validating the reliability of a questionnaire is using Cronbach's alpha coefficient. Which is used through the software program (SPSS); which is used to perform operations and repeat the same questions and conditions to obtain the same results (Azimi, 2017, pp. 207-208). The acceptable coefficient for the reliability of questions through Cronbach's alpha is between 0.5 (the lowest limit) and 0.9 (the highest limit) (Momeni and Qayumi, 2010, pp. 208-209).

In this study, the aim is to use Cronbach's alpha using SPSS software, which expresses an acceptable level of reliability; Which was distributed as 28 questions to 65 people and the data of the questionnaire of this research is close to the perfect number (1) based on the determined criteria. And Cronbach's alpha is estimated to be 0.947, so the data of this study have high validity and reliability.

Table 5) Cronbach's alpha of research variables

Number of questions	Cronbach's alpha test
28	0.947

Third - Friedman's Mass Media Test

In Table (17-4) and (18-4), by performing the Friedman test using SPSS software on mass media such as television, radio, and magazines, the numbers obtained indicate a comparison of the level of significance and ranking between the media. This statistical test shows that the mass media of television ranks first, followed by the audio media of radio and magazines in second and third place, respectively.

Table 6) Descriptive statistics of the Friedman test

Questions	Number of respondents	Average	Descriptive statistics	The lowest	Highest
Questions about television	65	3.5236	1.03241	1.00	5.00
Questions about radio	65	3.3846	1.14144	1.00	5.00
Questions about magazines	65	3.1538	1.16231	1.00	5.00

Research Findings

Here, the results of the hypotheses obtained from the research tests are examined and analyzed. In this study, four hypotheses were tested, which include a main hypothesis along with three sub-hypotheses (1, 2, and 3). Each of the research hypotheses is analyzed separately.

Main hypothesis: The role of mass media in creating business in Afghanistan is effective.

Table 7) Cronbach's alpha and t-tests of the main hypothesis

T-test	Cronbach's alpha test	Number of questions
3.387	0.904	28

This questionnaire, with a total of 28 questions, includes three variables: visual, auditory, and written media. In this section, after providing answers to these questions, Cronbach's alpha and t-test were performed using the SPSS program. These three variables have a coefficient of 0.904, Cronbach's alpha has a t-coefficient of 3.387.

Sub-hypothesis 1: Print media has a significant impact on business development in Afghanistan.

Sub-hypothesis 2: Television has played an effective role in creating business in Afghanistan.

Sub-hypothesis 3: Radio has a good place in creating business in Afghanistan.

The primary data collected in this study were collected using a standard questionnaire. This questionnaire had 28 questions and was distributed to 65 people. And they presented their answers, which were answered by 17 undergraduate students and 45 professors from Afghan universities and students who had postgraduate (master's) education. And 3 respondents were professors with doctoral degrees.

In the present study, by collecting primary data using a questionnaire, I have achieved significant results. Which are presented as the results of the main and secondary hypotheses of this research as follows.

Sub-hypothesis 1: Print media has a significant impact on business development in Afghanistan.

10 questions of this questionnaire are dedicated to the written media variable (magazine). In this section, after providing answers to these questions, Cronbach's alpha and t-tests were performed using the SPSS program. The magazine variable has a Cronbach's alpha coefficient of 0.917, a t-coefficient of 3.199, and a Friedman coefficient of (1.82).

Table 8) T-test, Cronbach's alpha and Friedman's alpha for Sub-hypothesis 1

Friedman test	Cronbach's alpha test	T-test	Number of questions
1.82	0.917	3.199	10

The results of this hypothesis are confirmed by the research titled "Investigating the Role of Written Media in Stimulating Investors' Emotions and Creating Stock Price Bubbles in the Tehran Stock Market" conducted by Kobrakhani Goodarzi et al. This research was applied in terms of purpose and descriptive survey in terms of the nature of data collection. The type of research conducted in this study was to distribute and clarify the characteristics of a community, and the statistical population of this study was investors in investment companies and stock market operators. The result of this research shows that words have a negative connotation in written media. On the behavior and emotions of shareholders, behavioral emotions on the market index, the market index on the performance of investors, and finally, the performance of investors on the creation of stock price bubbles have a positive effect (Goodarzi et al., 2019, p. 138).

Therefore, stock prices and the Tehran Stock Exchange are one of the investment sectors and types of business, however, according to the results of the above research, the written media have been influential on this business. Therefore, by conducting a t-test in this study and observing the results of the above study, the researcher concludes that written media has been effective in creating businesses.

Sub-hypothesis 2: Television has played an effective role in creating businesses in Afghanistan.

Of the 28 questions in the questionnaire, 11 were assigned to the television variable. Here, after providing answers to these questions by performing Cronbach's alpha and t-test using SPSS software, the television variable has a reliability coefficient of 0.902 Cronbach's alpha, a t-coefficient of 3.454, and a Friedman coefficient of (2.15). Here, after the variable of audio mass media (radio), the role of television in the present study with the T criterion in creating businesses in Afghanistan is in the second stage.

Table 9) Cronbach's alpha test for sub-hypothesis 2

Friedman test	Cronbach's alpha test	T-test	Number of questions
2.15	0.902	3.454	11

This hypothesis (sub-hypothesis 2) is also confirmed by the research conducted under the title "The role of television advertising in audience purchasing behavior based on the Dagmar model (case study of LG dealerships in areas 5 and 11 of Tehran metropolis)".

This research aimed to investigate the effect of television advertising on changing the behavior of LG product customers using the Grammar model. The method of this research is applied and causal in terms of data collection and analysis. The statistical population of this research was LG customers in areas 5 and 11 of Tehran.

The results of the research indicate that information and advertising delivered to audiences by the mass media (television) have a positive impact. And this introduces products and services to customers, and customers benefit by using these products and services. And with the knowledge and understanding of these goods and services and satisfaction with this product, this customer will introduce the goods and services to other customers and other people (Sabbagh et al., 2018, p. 65). Therefore, the visual mass media of television introduces products and services to the target market and audience with information, commercial advertising messages, and other related messages. Customers purchase products and services, and ultimately this drives business growth. According to the results of the t-test in this study and the confirmation of the results of the study by Sabbagh et al., sub-hypothesis 2 of this study has been confirmed.

Sub-hypothesis 3: Radio has a good place in creating business in Afghanistan.

The questions assigned to audio media (radio) in the present research questionnaire are 7 questions. After providing answers to these questions by performing Cronbach's alpha and t-test using SPSS

software, the radio variable has a Cronbach's alpha coefficient of 0.893, a t-coefficient of 3.509, and a Friedman test coefficient of (2.03).

According to the results obtained in this study, among the most widely used mass media (radio) and written media (magazines), visual media (television) plays the greatest role in creating businesses in Afghanistan.

Table 10) Cronbach's alpha test for sub-hypothesis 3

Friedman test	Cronbach's alpha test	T-test	Number of questions
2.03	0.893	3.509	7

The research, titled "Investigating the Textual and Communication Functions of Radio Commercials," was conducted by Sejoodi et al. They also confirm this hypothesis. This research was conducted in relation to the activities of auditory cues and conversational methods in radio commercial advertising texts. The purpose of this research, in pursuit of a definition, is to determine which methods and audio facilities are used to convey the explicit and implicit meanings of these texts. The results obtained in this research show that the creation and design of diverse radio advertisements and the various layers related to this audio medium. It is attractive to the audience, and this design and creation of diverse advertising sounds has encouraged the listener and caused a change in the audience's attitudes and ideas. And by using these tricks, the mass media (radio) can play a fundamental role in promoting and delivering diverse messages to audiences (Sajudi et al., 2013, p. 111).

Commercial activities are a part of business, in which manufacturing and service companies use various tools and media to introduce their products and services to the target market. So that their products and services can find their place in the target market, however, the audio media (radio) is also one of these media.

Therefore, based on the t-test conducted in the present study and the results of the above study, the researcher concludes that the audio media (radio) is effective in creating businesses.

Conclusion

Today, all individuals and private and government institutions are seeking to create various businesses and make investments. The aim is to be able to increase their sources of income and contribute to creating employment and economic prosperity in society. After identifying and accepting various risks, entrepreneurial companies and organizations begin to make investments. And so that the company can introduce its products and services to the target market. Here, they begin to introduce and advertise by using mass and social media. The present study was also conducted under the title "Investigating the Role of Mass Media and Its Impact on Business Creation in Afghanistan." And it seeks to explain what role mass media such as (television, radio, magazines, etc.) play in creating businesses in Afghanistan.

The importance of the present study can be stated considering that mass media plays an increasingly important role in individual and social life, such as publishing advertisements and political, social, cultural, economic, etc. events. In this regard, mass media has an impact on creating businesses in Afghanistan. And it can, by publishing commercial and promotional messages, cause advertising in various economic sectors, which leads to business creation and economic prosperity. The necessity of this research can also be said to be due to the fact that today, the income of advertising organizations and institutions is obtained through media advertising. Without the use of mass media for advertising, their performance would be disrupted. And in general, mass media today play an important role in the development and prosperity of society. And their absence can have numerous negative consequences in society, including the lack of prosperity of their business, the lack of introduction of their business, the

lack of development of their business in the markets, which leads to the lack of coverage of various social, cultural issues, etc.

The present study is applied in terms of purpose and descriptive in terms of the nature of the data, using a quantitative approach and a field method (questionnaire). The data collected through the questionnaire were analyzed, descriptive and inferential statistics were extracted, and demographic data was also analyzed using the SPSS computer program and its data has been calculated and specified by tables and graphs; And using Cronbach's alpha test, it was used to determine the reliability of the questions in this research.

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