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Research Paper

Assessing the Out-Of-Home Advertising Model of Consumer Products (Case study of food industry in Fars province)

Abdolaziz Shourangiz [1] **Hassan Biabani** [2]
Mohammad Hossein Ranjbar [3]

Abstract **The purpose of this study is evaluate the out-of-home advertising model of consumer products in the food industry of Fars province. The model under test was designed using the grounded theory method through interviews with 20 marketing and advertising experts. Structural equation analysis has been used to analyze the data and according to the proposed model in relation to the effect of latent variables. Data were collected by distributing a questionnaire among the marketing and sales staff of Fars food industry companies. The statistical population of this study includes the employees of the marketing and sales department of Fars food industry companies. Due to the unlimited number of statistical population, a cluster model was used to select the sample. For this purpose, 246 people were selected and evaluated in a targeted manner, but in the end, 227 completed and returned questionnaires were statistically analyzed. According to the results, the two important models of model fit (RMSEA) and (CMIN / DF) and other indicators are in an acceptable range, which can be said that the model has a good fit. Also, the research results showed that Out-Of-Home advertising can It should lead to customer loyalty, credibility, mental engagement, intention to buy and increase sales.**

Keywords *Out- Of-Home Advertising, Consumer Products, Structural Equations, Food Industry, Customer Loyalty*

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[1] Department of Business Management, Qeshm Branch, Islamic Azad University, Qeshm, Iran
[2] Department of Business Management, Faculty of Management and Accounting, Hormozgan University, Bandar Abbas, Iran. Correspond Author : hmbiabani@yahoo.com
[3] Department of Accounting and Financial Management, Faculty of Humanities, Bandar Abbas Branch, Islamic Azad University, Bandar Abbas, Iran

Introduction

Businesses today are trying to survive in this information age, they strive to achieve their goals through the most efficient use of their physical and human resources. In today's world, advertising is a common type of communication. Advertising has become a necessary phenomenon not only for producers but also for consumers. Advertising is one of the most effective and practical marketing communications for companies that want to achieve their goals, survive in a competitive environment or seek to create a competitive advantage (Yaylaci, 1999). There is fierce competition in all market segments to attract consumers' interest in different or similar goods and influence their purchasing decisions. Accordingly, for institutions or businesses, advertising is very important in attracting customers' attention and influencing their choice among countless products (Oluc, 1990). Today, advertising as one of the marketing strategies is an essential part of the business world and with its pivotal role, it leads to economic development and prosperity of trade in domestic and international fields (Shen, 2020). And has been used for many years as a powerful communication tool to promote products and achieve goals such as increasing sales and profitability or strengthening the brand image (Beattie, 2020). Over the years, with the maturity of the markets, the number of competitors has increased and the competition in the market environment has become much more difficult and fierce than before. Since every year, a huge budget is spent on advertising and any mistake in this way will lead to the loss of large amounts of financial resources, without providing the necessary effectiveness, so that daily faced with hundreds and thousands of messages that were sent and broadcast from various media and can have transient or lasting effects on our attitudes and behaviors (Roshandel Arbatani, 2017). On the other hand, from a consumer perspective, advertising is considered as a guide which helps the consumer to choose the most appropriate and logical product from the thousands of offers on the market to be the best option to meet their needs. Advertising is very important in our lives when it is used for

various purposes such as keeping companies in this competitive environment, promoting the sale of goods or helping consumers choose them. Firms use several types of tools in their advertising strategies, one of which is outdoor advertising (out-of-home advertising). The term out-of-home advertising refers to any outdoor advertising. Out-of-home advertising is the only advertising medium to which we are inadvertently exposed. Outdoor advertising is unique in that we encounter direct and involuntary contact with messages. (Gulmez, 2010). Out-of-home advertising programs can be considered as "out of home advertising". Out-of-home advertising is advertising that can often be found in outdoor locations and their use in the market is increasing day by day. Their most important feature is that they can be seen by the target group using attractive methods. This is the third advertising method chosen by advertising groups after other visual and text devices. Out-of-home advertising has made a difference for consumer goods and the service industry due to increasing demand. The most effective way of advertising to achieve today's modern society is out-of-home advertising because with the 24-hour advertising opportunity, it has created opportunities to determine the target areas and focus their products and services in such areas. And there is no doubt that out-of-home propaganda is on the rise, which is a "necessity" in urban life. We are always bombarded with message and insight. And it is impossible for us to defend ourselves against these bombings. Because the message of out-of-home advertisements contacts our subconscious, these advertisements are recorded in our memory (Ayse, 2015). Therefore, in addition to the importance of unusual situations in out-of-home advertising, executive methods and generally unconventional creation of an advertising work affect its effectiveness (Moldovan, 2019), unusual location, different execution methods and newness of out-of-home advertising topics are the three main features of out-of-home advertising and a term that follows the circumstances and in some cases changes according to the advertising norms of each period. These characteristics often lead to out-of-home advertising as a

transformative medium (Blech, 2004). Therefore, considering the importance of advertising in the economy, recognizing customers globally and its importance in the effectiveness of advertising in relation to costs incurred, the fit of a comprehensive model that can be most effective for each advertising message, should be examined. Because in different situations, an applied model can show a clear way and method to business owners and due to the lack of use of scientific methods and also the lack of appropriate research by experts in this field in Iran, the need for further research in this field is felt. Therefore, in this study, we seek to measure the out-of-home advertising model of consumables by fitting and determining important factors and examining its effect on consumer behavior, in this regard to be a guide for manufacturers and companies when using out-of-home advertising.

Background

Many people define marketing as promoting sales and advertising. They argue that companies are always looking to sell something to customers. They are surprised to hear that sales make up only a small part of marketing tasks. But, in fact, even if the ultimate goal is sales, there are other tasks that lead to the realization and development of sales. These other tasks can be described as identifying customer needs, producing quality goods, and pricing. Peter Drucker, the father of modern marketing management, says that the goal of marketing is to increase sales by relying on customer awareness and knowledge so that the product or service provided meets the needs of the customer (Khorshidi, 2003). In the early 1960s, McCarthy coined the term "marketing mix," which consisted of the four major factors of product, price, distribution, and promotion, and streamlined the state of marketing studies. These four factors are traditionally known as 4p. Because all four of them start with the letter P in English. These 4p are any action that the company can take for its product in order to influence demand. One of these P's marketing mixes is promotion, which plays a very important role in the marketing process. It

is actually a communication link with the customer. In other words, marketing goes far beyond producing good goods, well pricing, and easy access for customers. Promotion means all the communication tools of the organization that can use them to convey a message to the audience. These items are divided into 5 groups: 1- Advertising, 2- Sales spices, 3- Public relations and publicity, 4- Personal selling 5- Direct marketing (Mohammadian, 2013)

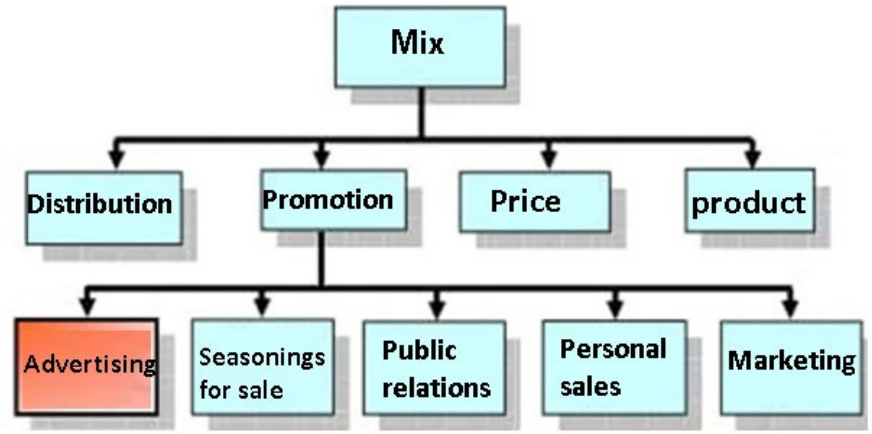

Figure 1
Marketing Components and Determining the Position of Advertising in it (Belch, 2004)

Advertising is any form of impersonal communication about a product, service, idea or organization that is paid for by a specified sponsor. The word paid refers to the time or place for a promotional message. And the word impersonal refers to mass media such as television, magazines, newspapers, radio and social media. Mass media can convey a message to a large group of people. This is a very important and useful advertising tool, especially for companies whose products and services are targeted in consumer markets such as automakers, packaged goods, etc (Belch, 1990). Regarding the better effectiveness of advertising on

consumer behavior, several models were presented by experts, from AIDS in 1898 to 1961 and the years that followed, from AIDS, from AIDS to AIDS. The AID model was introduced in 1898 with three factors: customer interest, product interest, and product desire. This model was then generalized by other experts until 1961 that can refer to AIDAS, AIDI AICAS, ACCA, ADMA, AIDCA, AICCA, etc. models, all of which represent a linear model. Then in 1961 Steiner et al. introduced a new model that, due to the linearity of the model, allows the customer to go through several stages simultaneously. Many models were introduced in the following years, the most important key feature of which is that in all of them, in all of them, there are three general stages of cognition, feeling (emotion), and behavior in the process of influencing advertising. These three steps are known as CABs. In 1999, Wackrats and Abker introduced a model called V&A, in addition to these three stages, in the form of a system model for each stage, they expressed indicators and somehow approved the Steiner model (Shahbandzadeh, 2015). Out-of-home advertising is the newest and most important growing approach to brand advertising that is discussed in urban environment graphics today (Ghahroudy, 2012). Strategy without tactics is the least path to victory. Strategies without strategy are noise before failure, while out-of-home advertising professionals may fully understand and use tactical considerations. There still seems to be a lack of strategic media planning when integrating into media platforms. The first out-of-home advertisements, in their original form, were messages displayed out of the home to communicate with the public. This is probably the oldest form of advertising in history (Roux, 2016). This can be traced back thousands of years to ancient stone paintings in India and inscriptions and murals in Egypt and Greece (Veloutsou, 2005). Until recently, the landscape of out-of-home advertising media primarily consisted of outdoor advertising or billboards advertising vehicle traffic (Biraghi, 2015). These days, the app includes a number of platforms, such as shipping ads, street furniture ads and retail. Collectively, these operating systems are known as out-of-home

advertising media (Roux, 2014). In fact, classic marketing communications are usually based on a push strategy, whereby consumers are forced to receive brand messages through various media. (Gambetti, 2010). In general, consumers respond to increasing information overflows with low levels of engagement while simultaneously engaging in a variety of avoidance strategies (Maniu, 2014). As a result, marketers have largely moved away from traditional mass media and are looking for alternative ways to reach consumers exposed to out-of-home advertising media (Lehmann, 2011). However, out-of-home advertising has changed in recent years, because advertisers have found that this form of advertising is more effective than previously thought. And these media have become some of the fastest media outlets in the world. In 2013, about $ 6.9 billion was spent on out-of-home advertising in the United States, and it is projected to reach approximately $ 10 billion by 2017. Out-of-home advertising represents a significant portion of the overall share of advertising spending in countries such as South Korea with 20.3%, Singapore and Japan with almost 14%. This is also the case in Central and Eastern Europe (Ukraine with 16.2%, Slovenia with 12.8%, Bulgaria with 12.5%, Hungary with 12.7%) and as well as Western Europe (France with 11.4%, Portugal with 11.2%) (Euzon, 2012). The dramatic increase in the popularity of out-of-home advertising in emerging markets is also significant in the relative share of this media, for example, Russia with 17.7%, China with almost 14%, Nigeria with 30.6% and Mexico with 9.5% (Iveson, 2012). Billboards are one of the main media of out-of-home advertising and include other contemporary operating systems that offer unique strengths to advertisers but also have limitations (Roux, 2013). Out-of-home advertising about structures or buildings and free billboards in the roadside environment with the aim of fast traffic can transfer advertising to a mass market, but it usually leads to limited residence time and the potential to interact with the message. Transit ads can reach different traffic profiles. However, competitive incentives and personal activities in this environment can be frustrating. Advertising on street and

public furniture provides targeted messages to pedestrians and shoppers close to the place of purchase, but has relatively less effect than larger formats. Advertising replaces out-of-home advertising, like interactive displays in malls and advertisements displayed on objects such as balloons, bicycles and street advertising art, it targets specific audiences that gather there for specific purposes. However, it is ineffective for passive audiences in crowded environments (Roux, 2016). Out-of-home advertising media have spread around the world and the shape and format of these media has changed worldwide. Until recently, the landscape of out-of-home advertising media consisted primarily of outdoor advertising or billboards that had access to vehicle traffic but it has now expanded to include a wide range of out-of-home advertising media. There is currently no coherent framework for comparing and selecting the most effective media options to achieve the target market of choice in a particular environment.

Figure 2
Conceptual Model of Research

This model is a model of out-of-home advertising of consumer products that has been designed by the researcher through interview and

grounded theory method. The data research method of the foundation is a qualitative and systematic method for creating a theory that broadly explains the process of action or interaction of a particular subject (Creswel, 2007). To design the model, 20 experts, professors and specialists in marketing, advertising, as well as food industry experts and activists were selected as the sample. In order to analyze the data, a three-step systematic coding method (open, axial and selective coding) was used and the categories that formed the different components of the model were classified into 6 categories (causal conditions, axial phenomena, contextual conditions, intervening conditions, strategies and consequences). In the next step, it is time to check the suitability of this model with the data collected by the researcher, so some goodness-of-fit tests are reviewed here for the data of this research and the model used.

Table 1
Fit Goodness Test Table

Symbol	**Full name of the fit index**	**Concept**	**Acceptable amount**
RMSEA	Root Mean Square Error of Approximation (RMSEA)	The root of the mean power of the approximation error	<0.08
CMIN/DF	-	Relative normal index	3
GFI	Goodness of fit	Fit goodness index	>=0.90
AGFI	Adjusted Goodness of Fit	Adjusted Fit Goodness Index	>=0.90
SRMR	Standardized Root Mean Square Residual	The root of the mean power of the standardized error	<0.08
NFI	Normed Fit Index	Normalized fit index	>=0.90
NNFI	Non- Normed Fit Index	Abnormalized fit index	>=0.90
IFI	Incremental Fit Index	Incremental fit index	>=0.90

Method

The methods used in this study include confirmatory factor analysis and structural equation analysis. In this study, a questionnaire was used to

collect data. Therefore, using confirmatory factor analysis, the general structure of research questionnaires has been subjected to content validity. For confirmatory factor analysis and modeling of structural equations, standard factor load and t-statistic have been calculated. In general, the following rule applies:

The strength of the relationship between the factor (hidden variable) and the visible variable is indicated by the factor load. The factor load is a value between zero and one. If the factor load is less than 0.3, a weak relationship is considered. The operating load is between 0.3 and 0.6 on average and if it is greater than 0.6 is very desirable. Once the correlation of the variables has been identified, a significant test should be performed. To evaluate the significance of the relationship between variables, t-value is used. Because significance is checked at an error level of 0.05, therefore, if the amount of factor loads observed is calculated by t-value test less than 1.96, the relationship is not significant and will be displayed in red in LISREL software.

Findings

In the first-order factor analysis diagram, the correlation between secrets, ie between the items of each component, as well as between the components themselves, is shown, which is given in two modes: standard coefficient and significant number. In the case of standard coefficient, the closer the correlation coefficient is to one, the greater the correlation between the components, and in the case of a significant number, if the number is greater than 1.96, it means that there is a correlation between the two variables. The standard factor load is a confirmatory factor analysis to measure the strength of the relationship between each factor (hidden variable) and its observable variables (explicit variable). According to the results of the first-order factor analysis of the causal conditions model, the component of reducing sales efficiency; Question 2 (0.70) and significant number (10.80), in the information component; Question 5 (0.71) and significant number (11.60) and in the market expansion component;

Question 10 (0.77) and significance number (12.60) were able to define the relevant variables more than the other items. The correlation between the 3 components is also significant (significance number is higher than 1.96). According to the results of first-order factor analysis, the correlation of all items was confirmed simultaneously with the causal conditions model. The relationship between each variable and the causal condition variable in the second-order factor analysis was as follows: The second-order measurement model seeks to explain the first-order lattices in the final lattice. Given that the important fit indices, ie RMSEA is equal to 0.061 and less than 0.08 and also the ratio of chi-square to degree of freedom is equal to 1.83 and fit indices NFI = .94, NNFI = .96, IFI = .97 are also higher than 90% and appropriate therefore, the model has a good fit. The relationship of all variables with causal conditions is confirmed. The product introduction variable with a standard coefficient of 0.99 had the most role in causal conditions, followed by market expansion (0.98) and decreasing sales efficiency (0.90) in causal conditions, respectively. In the first-order factor analysis diagram, the correlation between secrets, ie between the items of each component, as well as between the components themselves, is shown, which is given in two modes: standard coefficient and significant number. The factor load of t-statistic of the measurement indicators of each of the studied dimensions at the 5% confidence level is greater than 1.96. Therefore, the observed correlations are significant. The two important models of model fit (RMSEA) and (CMIN / DF) and other indicators are often in the acceptable range, so it can be said that the model has a good fit. According to the results of the first-order factor analysis of the contextual model in the competitive space component; Question 19 (0.74) and significant number (12.08) and in the market factors component; Question 26 (0.75) and significant number (12.43) were able to define the relevant variables more than the other items. Also, the correlation between the two components is significant. According to the results of the first-order factor analysis, the correlation of all items was confirmed simultaneously with the contextual model. Due to

the two factors of the model, the second-order model cannot be implemented. The factor load of t-statistic of the measurement indicators of each of the studied dimensions at the 5% confidence level is greater than 1.96. Therefore, the observed correlations are significant. The two most important indicators of model fit (RMSEA) and (CMIN / DF) value (CMIN / DF) are 2.25. The smaller the value (CMIN / DF) of 3, the better the fit of the model. RMSEA indices below 0.08 are acceptable, which was estimated to be 0.075 in this model. Other indicators are in an acceptable range, so it can be said that the model has a good fit. According to the results of the first-order factor analysis of the intervening conditions model in the component of environment and advertising space; Questions 28 and 30 (0.75) and significant number (12.74), in the component of advertising rules; Question 33 (0.78) and significant number (12.57) and in the component of advertising culture; Question 35 (0.81) and significance number (12.86) more than other items were able to define the relevant variables. The correlation between the 3 components is also significant (significance number is higher than 1.96). According to the results of first-order factor analysis, the correlation of all items was confirmed simultaneously with the intervention model. The relationship between each variable and the intervening condition variable (second-order measurement model) considering that the important fit indices, i.e. RMSEA, is 0.075 and less than 0.08, and also, the ratio of chi-square to the degree of freedom is equal to 2.25 and the fit indices NFI = .97, NNFI = .97, IFI = .98 are higher than 90% and appropriate, therefore, the model has a desirable brush and the relationship of all variables with the intervening conditions is confirmed and the variable environment and advertising space with a standard coefficient of 0.99, the most important role was played by the interventionist, followed by advertising rules (0.95) and advertising culture (0.79), respectively. In the first-order factor analysis diagram, the correlation between secrets, ie between the items of each component, as well as between the components themselves, is shown, which is given in two modes: standard coefficient and significant number.

The factor load of all questions related to each hidden variable is higher than 0.3 and their relationship is desirable. Therefore, the observed correlations are significant. The two important model fit indices (RMSEA) and (CMIN / DF) and other indices are in the acceptable range, so the model has a good fit. According to the results of the first-order factor analysis of the strategies model in the advertising strategy component; Questions 38 and 42 (0.67) and significant numbers (10.64) and (10.59), in the content strategy component; Question 45 (0.68) and significant number (10.91) and in the communication strategy component; Question 52 (0.62) and significance number (9.91) were able to define the relevant variables more than the other items. The correlation between the three components is also significant and according to the results of the first-order factor analysis, the correlation of all items was confirmed simultaneously with the strategy model. The second-order measurement model and the relationship between each variable and the strategies variable in the second-order factor analysis, considering that the important indicators fit, that is, RMSEA is equal to 0.076 and less than 0.08 and also the ratio of chi-square to degree of freedom is equal to 2.32 and the fit indices NFI = .91, NNFI = .94, IFI = .94 are also higher than 90% and appropriate, so the model has a good brush and the relationship of all variables with strategies is confirmed. The communication strategy variable with a standard coefficient of 0.98 had the most role in strategies, followed by content strategy (0.97) and advertising strategy (0.93), respectively. In the first-order factor analysis diagram, the correlation between secrets, ie between the items of each component, as well as between the components themselves, is shown, which is given in two modes: standard coefficient and significant number. In the standard coefficient mode, the closer the correlation coefficient is to one, the correlation between the components is more and in the case of a significant number, if the number is greater than 1.96, it means that there is a correlation between the two latent variables. The standard factor load is a confirmatory factor analysis to measure the

strength of the relationship between each factor (hidden variable) and its observable variables (explicit variable) (Figure 3).

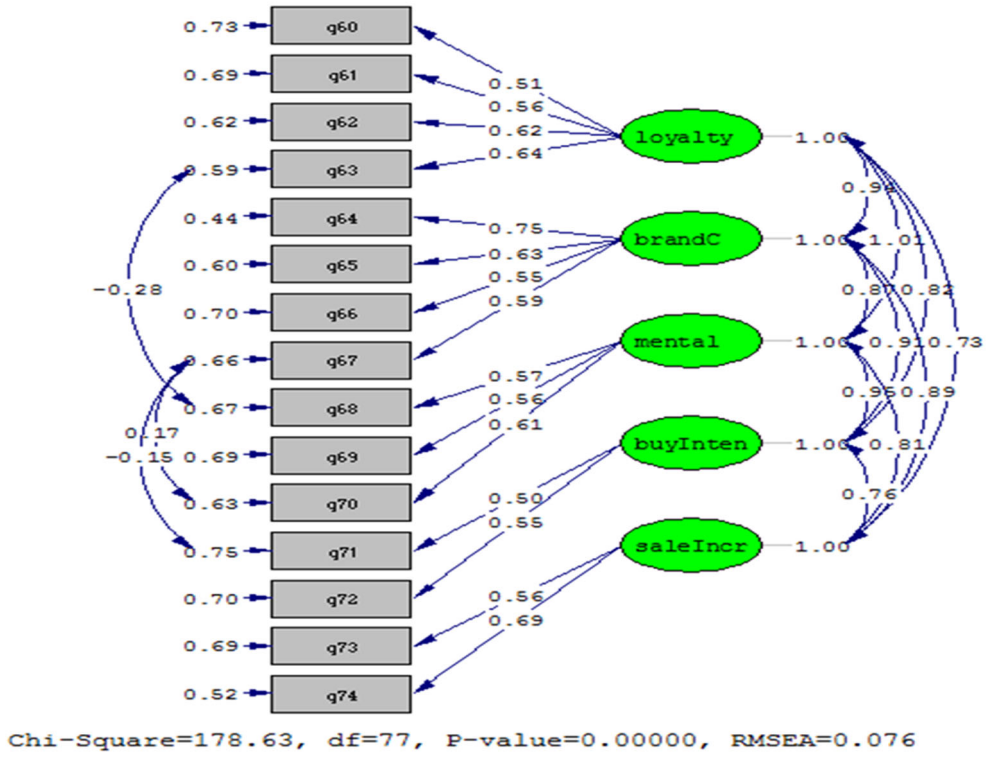

Figure 3

Confirmatory Factor Analysis of the Outcome Model with Standard Coefficients

All questions related to each hidden variable are higher than 0.3 and their relationship is desirable. To determine the significance of the relationship, a graph with a significant number was performed.

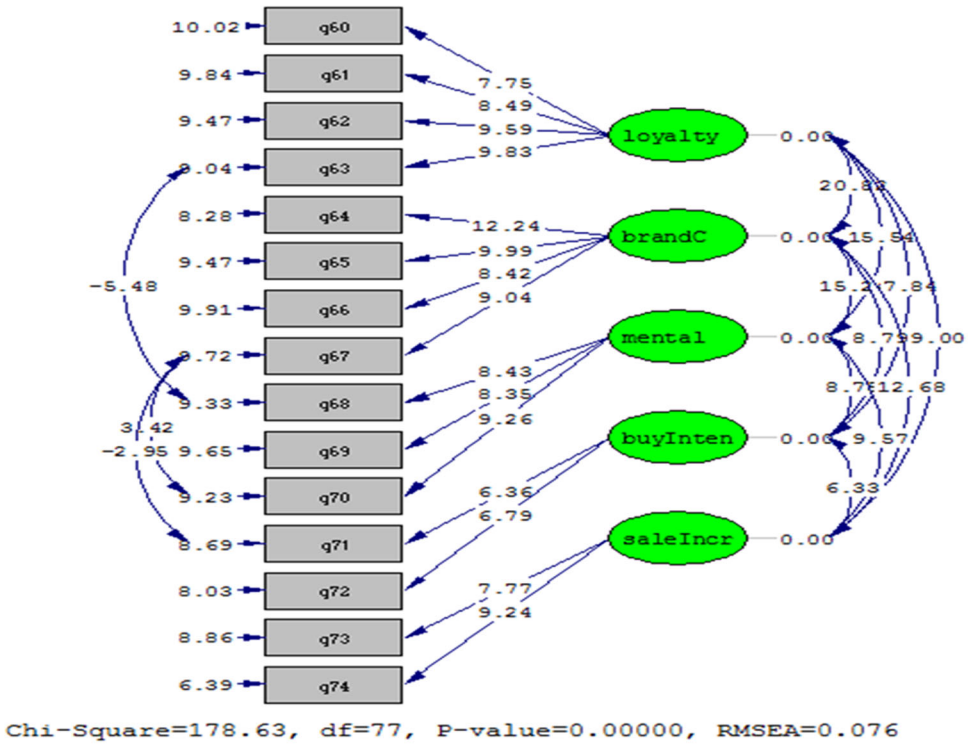

Figure 4

Confirmatory Factor Analysis of the Outcome Model with a Significant Number

As can be seen in Figure 4, the factor load of t-statistic of the measurement indicators of each of the studied dimensions at the 5% confidence level is greater than 1.96. Therefore, the observed correlations are significant. In the next step, it is time to check the relevance of this model with the data collected by the researcher therefore, some goodness-of-fit tests are reviewed here for the data of this research and the model used.

Table 2
Good Indicators of Outcome Model Fit

Fitness index	CMIN/DF	SRMR	RMSEA	GFI	AGFI	NFI	NNFI	IFI	CFI
Acceptable values	<3	<0.08	<0.08	≥0.9	≥0.9	≥0.9	≥0.9	≥0.9	≥0.9
Calculated values	2.32	0.059	0.076	0.90	0.85	0.93	0.94	0.96	0.96

The two most important indicators of model fit (RMSEA) and (CMIN / DF) are in Table 2. The value (CMIN / DF) is equal to 2.32. The smaller the value (CMIN / DF) of 3, the better the fit of the model. The RMSEA index is the mean square of the model errors. This index is based on model errors. The allowable limit of this value is 0.08, i.e. values below 0.08 are acceptable. And also below 0.05 is very good, which in this model was estimated to be 0.076. Other indicators are in the acceptable range, so the model has a good fit.

Table 3
Results of Confirmatory Factor Analysis of the Outcome Model

Components	**Item number**	**Item code**	**Standard coefficient**	**Meaningful number**	**Confirm or reject the relationship**
Customer loyalty	60	q60	0.51	7.75	Confirmation
	61	q61	0.56	8.49	Confirmation
	62	q62	0.62	9.59	Confirmation
	63	q63	0.64	9.83	Confirmation
Brand credibility	64	q64	0.75	12.24	Confirmation
	65	q65	0.63	9.99	Confirmation
	66	q66	0.55	8.42	Confirmation
	67	q67	0.59	9.04	Confirmation
	68	q68	0.57	8.43	Confirmation
	69	q69	0.56	8.35	Confirmation
	70	q70	0.61	9.26	Confirmation

Components	Item number	Item code	Standard coefficient	Meaningful number	Confirm or reject the relationship
Mental conflict	71	q71	0.50	6.36	Confirmation
	72	q72	0.55	6.79	Confirmation
	73	q73	0.56	7.77	Confirmation
	74	q74	0.69	9.24	Confirmation

According to the results of the first-order factor analysis of the consequences model in Table 3 in the customer loyalty component; Question 63 (0.64) and significant number (9.83), in the brand credibility component; Question 64 (0.75) and significant number (12.24), mental conflict of question 70 (0.61) and significant number (9.26), in the component of intention to buy question 72 (0.55) and significant number (6.79) and in the dimension of increasing sales; Question 74 (0.69) and significance number (9.24) were able to define the relevant variables more than the other items. The correlation between the 3 dimensions is also significant (significance number is higher than 1.96). According to the results of the first-order factor analysis, the correlation of all items was confirmed simultaneously with the outcome model. The relationship between each variable and the outcome variable in the second-order factor analysis was as follows:

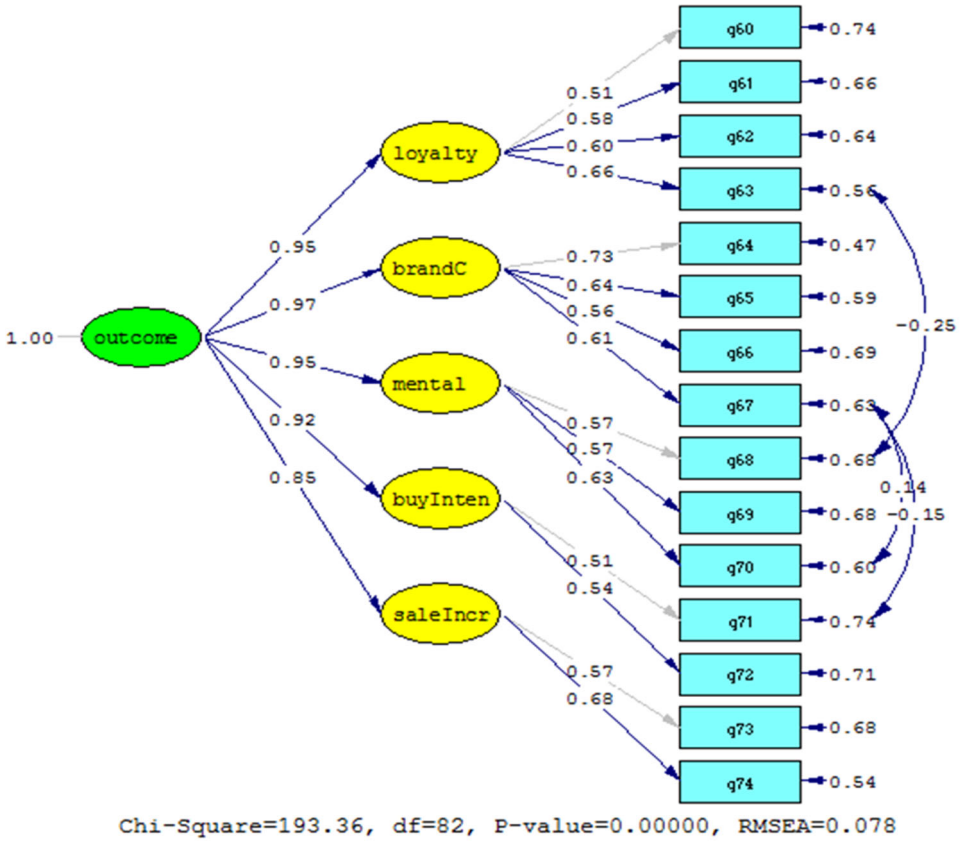

Figure 5

Confirmatory Factor Analysis of the Second Order of Outcomes with Standard Coefficients

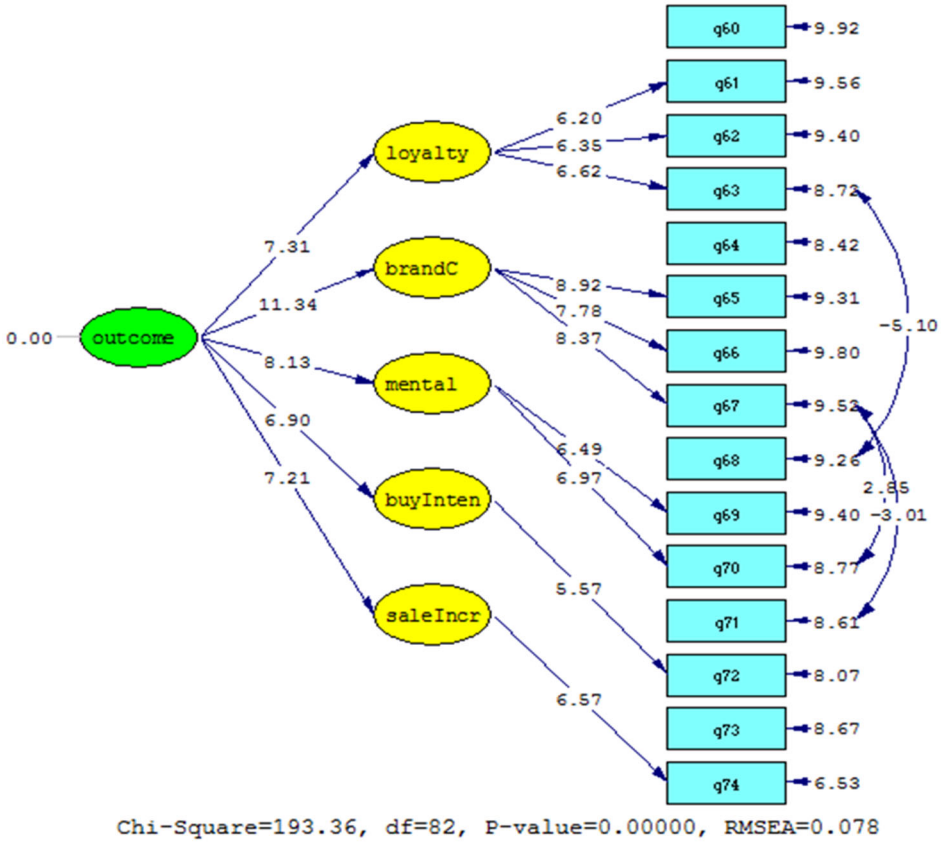

Figure 6

Second-order Confirmatory Factor Analysis of the Outcomes with a Significant Number

The second-order measurement model seeks to explain the first-order lattices in the final lattice. Given that the important fit indices, ie RMSEA is equal to 0.078 and less than 0.08 and also the ratio of K two to the degree of freedom is equal to 2.35,and the fit indices NFI = .92, NNFI = .94, IFI = .96 are also higher than 90% and suitable, so the model has a good brush. Table 4 shows the results of this analysis.

Table 4
Results of the Second-order Confirmatory Factor Analysis of the Outcome Model

Dimensions	Dimensions code	Symbol	Standard coefficient	Meaningful number	Variable rank	Confirm or reject the relationship
Customer loyalty	loyalty	X1	0.95	7.31	Second	Confirmation
Brand credibility	BrandC	X2	0.97	11.34	First	
Mental conflict	mental	X3	0.95	8.13	Second	
Intention to buy	buyIntent	X4	0.92	6.90	Third	
sales increase	saleIncreas	X5	0.85	7.21	Fourth	

As you can see in Table 4, the relationship between all variables and the outcomes is confirmed. According to Table 4, the brand credibility variable with a standard coefficient of 0.97 had the most role in the outcomes, followed by customer loyalty and mental engagement (0.95), purchase intention (0.92) and increased sales (0.85), respectively.

Conclusion

The main purpose of this study was to measure the out-of-home advertising model of consumer products. The model was measured by structural equation method and descriptive and inferential statistics including factor analysis test and structural equation analysis were performed. The research results show the significance of the out-of-home advertising model of consumer products.

Table 5
Summary of Relationship Test Results in the Model

Row	Relationships	Standard coefficient	Meaningful number	Test result
1	Causal-axial phenomena	0.93	6.65	Confirmation
2	Axial Phenomenon-Strategies	0.96	5.30	Confirmation
3	Background conditions-strategies	0.29	2.28	Confirmation
4	Intervenor Terms-Strategies	0.35	4.22	Confirmation
5	Strategies-Consequences	0.91	12.11	Confirmation

Based on the results of structural equation modeling, the standard coefficient of the effect of causal conditions on the axial phenomenon has been calculated to be 0.93, that is, with the increase of one unit, the causal condition increases by 93% of the axial phenomenon. Therefore, it can be said that the null hypothesis is rejected and the research hypothesis (or the same hypothesis one) based on the effect of causal conditions on the central phenomenon is confirmed. In explaining this finding, it can be said that this dimension of the model refers to events or happenings that lead to the occurrence or growth of the main phenomenon. These conditions cause the creation and development of a central phenomenon or class. In order to achieve its goals, it must attract the maximum number of customers and persuade customers to use this source of income to achieve its grand goals in the necessary time, including the economic recession. In a competitive environment, an organization can study and learn from competitors, and it can be more successful in doing so. Seeking to follow the requirements of cyberspace and neutralize the competitive effect of categories such as reducing sales efficiency, product introduction, market expansion are the categories that form causal conditions, in fact, out-of-home advertising can be effective when it can provide the necessary information about product users, product quality and warranty, product advantage, communication channels, increasing the number of customers and.... The next finding based on structural equation modeling showed that the standard coefficient

of the effect of intervening conditions on strategies was calculated to be 0.35. That is, by increasing one unit, the intervention conditions are improved by 35% of the strategies. Therefore, it can be said that the null hypothesis is rejected and the research hypothesis (or the same hypothesis one) based on the effect of intervening conditions on strategies is confirmed. Interfering conditions are general conditions that form a set of mediating variables and strategies are influenced by them. Based on structural equation modeling, the effect of strategies on outcomes is calculated to be 0.91. That is, by increasing one unit, the strategies improve by 91%. Therefore, it can be said that the null hypothesis is rejected and the research hypothesis (or the same hypothesis one) based on the effect of strategies on the consequences is confirmed. It can be said that strategies express purposeful behaviors, activities and interactions that are in the consequences of the central axis and are influenced by the intervening conditions and existing conditions and are the main path to the realization of the main phenomenon and the strategies in the present study are the focus on communication content advertising strategies. Structural equation modeling showed that the standard coefficient of effect of background conditions on strategies was calculated to be 0.29. That is, by increasing one unit, the grounded conditions improve by 29% of the strategies. Therefore, it can be said that the null hypothesis is rejected and the research hypothesis (or the same hypothesis one) based on the effect of contextual conditions on strategies is confirmed. It can be said that the interactive, competitive and globalization environment and the specific conditions that affect actions and interactions are called platform s. The context represents a series of special features that indicate the main phenomenon. This platform observes the prevailing public space of advertising in the out-of-home space. Structural equation modeling showed that based on the standard coefficient, the effect of the axial phenomenon on the strategies was calculated to be 0.96. That is, by increasing one axial phenomenon unit by 92%, the strategies improve. Therefore, it can be said that the null

hypothesis is rejected and the research hypothesis (or the same hypothesis) based on the central phenomenon on strategies is confirmed.

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