

# Effectiveness Factors in use of Advertising Billboards (Case study: Advertising Billboards in Shiraz)

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**Abstract: Objective:** Outdoor advertising is one of the oldest forms of advertising and is any advertising that can reach customers while they are out of the home. Since the need for advertising as a tool to promote the marketing mix plays a crucial role in the marketing and sales process, businesses spend large sums of money on advertising to attract customers to their products and services and increase sales. This study was conducted to identify the business community's views in Shiraz on billboard advertising. **Methodology:** This study reveals the importance of four main factors derived from the theory of selective perception and the gravity model, including visibility, media efficiency, local presence, tangible response (based on the previous model). Also, the moderate effects of company size, type of business, and the level of Billboard usage in the period determined were evaluated. The statistical population is composed of all users of advertising billboards in Shiraz, and sampling was done non-randomly based on Morgan's table. Data collection tools from statistical samples are questionnaires with a five-point scale (Likert). **Findings:** The factors of selective perception theory and the gravity model in this research have a distance scale and correspond to the Likert five-point spectrum. Considering that the above-average score is 3.00, this number is assumed as the expected average for the community and has been done at the alpha level of 0.05. Based on the results, the essential factors of selective perception and gravity theory are visibility, tangible response, local presence, and media efficiency. The level of billboard usage, the type, and the company's size can affect the ranking of the factors under study, just as the visibility factor, despite having the highest attraction for businesses, has a lower rank in educational services. So, local presence is the most crucial factor in a small company. **Conclusion:** Based on the results, from the point of business's view, the importance of the factors is the same, but this ranking is different in other business groups. The results also show that selective perception theory and gravity model factors do not change based on how businesses use advertising billboards. Visibility has the most critical effect on the use of billboards. According to the theory of selective perception, billboards are seen more than other media and are noticed in the processing stage. The unique feature of billboards in attracting attention is their constant presence and existence around the clock, which leads to frequent exposure of the audience and a high frequency of advertisements. So, this is the most influential factor in billboard usage from the perspective of outdoor advertising companies (Shiraz).

**Keywords:** Billboard, Visibility, Media efficiency, Local presence, Tangible response

## Introduction

Advertising is the impersonal introduction of an idea/product/service done by an advertising unit or sponsor for a fee (Thompkins, 2019). Outdoor advertising is one of the oldest forms of advertising and includes any advertising that can reach customers while they are out of the house. (Tajuddin and Zulkepli, 2019) Outdoor advertisements are displayed in visual, written, or spoken forms, and the most common form of this type of advertising (media) are billboards, street furniture, various forms of transportation. (Ha, 2021) Billboard is the most common outdoor media and means a large poster considered in multiple types such as painting boards, vinyl, digital, etc., design and the particular form of outdoor advertising (Zekiri, 2019). Because the need for advertising as a tool to promote the marketing mix plays a vital role in the marketing and sales process. Businesses spend large sums of money on advertising to attract them to their goods and services and increase sales. (Ha, 2021) With the development of the position of outdoor advertising in the country's advertising industry as one of the promotion mixes, the role of outdoor media, especially billboards, for many local businesses has changed from a supporting media to mainstream media, and gradually, this type of advertising is an essential component of companies' advertising programs. The growth of outdoor advertising in traditional and non-traditional forms generates significant revenue for the industry and leads to high costs for businesses. As the most expensive environmental media in Iran, Billboards allocate huge budgets in advertising campaigns with various distinctive features. After the Iran-Iraq war and since the construction era, businesses have spent a lot of money on billboard advertising, which has often been sporadic, lacking in well-planned planning, and sometimes without the necessary evaluation to make it work. Not knowing the features of Out-of-home advertising or not understanding the motivations in using outdoor media has made it difficult to achieve the level of desirability in advertising programs. (Taylor, Franke and Bang, 2006) The purpose of this study is to express the relative importance of factors affecting the effectiveness of advertising billboards from a business perspective, in other words, to understand the factors influencing business managers' decisions in choosing advertising billboards or continuing to use billboards. In this regard, the mentioned factors have been considered based on two following theories.

Selective perception theory evaluates the importance of visibility and media efficiency factors in billboards.

Evaluating the importance of local presence and tangible response factors concerning the gravity model in billboards.

Whether or not there is a relationship between adequate reasons for using advertising billboards with the number of billboards used, the type of business.

Therefore, this research is carried out to promote the position of outdoor media to improve and influence factors in the design and implementation of billboards in Shiraz. Due to the growing outdoor advertising and the allocation of considerable budgets to it in advertising campaigns, it is necessary to understand the primary motivations of managers to consider the effectiveness of budgets spent by advertisers and even media owners. This is because, despite the definition of several factors such as Visual appeal, creativity, and innovation as critical indicators in the effectiveness of billboards, it is not clear exactly which of the factors is the primary motivation and reason for the tendency of local businesses in Iranian society to use billboards. On the other hand, recognizing the factors affecting the acceptance of companies with advertising billboards offers solutions to make them attractive and increase their popularity.

## Research background

Theoretical background: Outdoor advertising is displayed in visual, written, or spoken forms. The most common forms of this type of advertising are billboards, street furniture, and forms of transportation. (Ha, 2021) Billboards mean a large poster, the main form of Out-of-home advertising; they are categorized in bulletins as eighty-page, thirty-page, square, rectangular, and even mural posters. (Lichtenthal, Yadav and Donthu, 2006) outdoor advertising affects customers or audiences on the move and can enhance the effectiveness of other advertising tools and media. In an age where markets are constantly segmented, this type of advertising provides an opportunity to reach a specific target market. There are many benefits to this type of advertising, including Providing information, efficiency, low cost, effectiveness, brand identity. Because outdoor advertising is a public and collective tool, it gives the product in question advertising legitimacy and acceptance. On the other hand, advertising a business on a large scale implies its greatness, reputation, and success. With this type of advertising, a long-term mental image of the product can be created (Ha, 2021). Although one of the biggest challenges in outdoor advertising as a primary and sustainable medium is the difficulty in measuring the message reaching the audience, reviewing and quantifying the frequency of advertising for customers. Factors also stand in developing outdoor advertising for businesses, such as the lack of specialized data related to audience profiles. Because in this type of business, the target market segments are generally much smaller and more geographically mobile, so this issue or restriction is more obvious and stronger than advertising its

consumers' products. (Lichtenthal, Yadav and Donthu, 2006) Therefore, to businesses interested in out-of-home advertising, outdoor media companies provide information about the traffic characteristics, such as the amount of pedestrian or pedestrian traffic on billboard lanes. People on the go are, in many ways, trapped audiences who certainly do not look at the billboards for a brief few seconds, but they do see them anyway, and at the same time, the ad is recorded in their minds. Commuting to work is a waste of time for many working people, so everyone knows well why people are bombarded with billboards in most of the main thoroughfares. (Zekiri, 2019) The fact is that billboards are everywhere, and companies are still willing to spend enough to get billboard space. Because they believe more eyes will see them. However, newspapers, direct mail, etc., are still popular media because measuring their effectiveness is much easier and more convenient. But it is still believed that messages on billboards get enough attention and can convince people. (Gebreselassie and Bougie, 2019) Although this type of advertising is an effective way to create brand awareness, information through out-of-home advertising has been confirmed at a high level in research. (19 to 50%) (Chan and Cheng, 2011). However, the component of short communication time with the target audience is more important than the location component of billboards and is still controversial. Because the reality is that billboards are not defined to persuade the audience to do anything (not too much). Research, on average, shows that most people do not look at billboards for more than four seconds. It is the function of billboards to build brands and enhance the image. It is unanimous; remembering a brand has been interpreted as the "holy grail of advertising" in the sense that the ultimate goal of all advertisers is to build a brand that becomes a household name. (Lee and Cho, 2020). One of the billboards' inherent and unique features is information, branding, and reminders. Appearing on billboards for new brands is a hope to make them bigger, and the presence of big brands on the billboards makes them look much bigger and stronger, and strong brands on billboards guarantee that they will remain strong and colorful in the minds. Businesses need to buy more billboards to get to this point and speed up the process. (Gebreselassie and Bougie, 2019). Indicators have been cited as the main reasons why businesses use billboard advertising. Visibility, performance related to selective perception theory and regional presence, tangible response related to gravity model (Taylor, Franke and Bang, 2006). The principles of selective perception include selective exposure, attention, perceptual defense, and perceptual obstruction. Customers organize their perceptions across units based on principles of their mental forms, including the form and basis of grouping and the classification of termination and closure action. Interpretation of a stimulus is a very subjective matter formed in the light of customers' past experiences. Selective perception is key for service marketers compared to manufacturing companies because services are intangible, incomprehensible, changeable, and perishable. In these categories, components such as new competitors' strategies, changing customer preferences, etc., are more important. (Rather, 2019) Another aspect of the effectiveness of billboard advertising (for businesses) is cost-effectiveness, adequate market coverage while attracting attention. Billboards are an effective way to popularize products and services anywhere, anytime, because this type of advertising is visible to the audience, especially with other media. Advances in technology also play a role in the medium's cost-effectiveness, as in the recent past, billboards were hand-painted, which involved high costs and wasted time. Today, with the advancement of technology, posters are designed with a computer and printed on vinyl paper, and then installed and fixed on their frame. The result; excellent advertising with little time and a reasonable cost (Safavi and Gümüş, 2019). In the conceptual definition of two variables, visibility, and media effectiveness, the theory of selective perception is expressed that; visibility: Businesses use billboards because they provide high visibility for the target group, they are easy to see, make a strong impression on the audience and are visible 24 hours a day.

Media effectiveness: From a media planning point of view, businesses use billboards because of their efficacy in rotation (frequency) and cost-effectiveness per thousand people. (Taylor, Franke and Bang, 2006)

Evidence from the influence of regional (indigenous) elements on the effectiveness of billboards also shows that sales are affected by the location of billboards and the extent to which they are exposed to the public. Model makers have explored factors that can make consumers more motivated to buy. Therefore, a series of additional attractions must be created and defined to compensate for the geographical distance, so, the idea of understanding the theory of interest that billboards are located in the vicinity of places close to the store with other fixed advantages of billboards in media planning, namely, high frequency and efficiency in a business area is valuable and valuable (Elrod and Fortberry, 2017). In the conceptual definition of two variables, regional presence and tangible response from the theory of gravity model, it is stated that;

local company: The aspects of the billboard position that affect its use include creating awareness of the proximity and proximity of the business, maintaining the brand presence, and delivering the "final blow" near the business location.

Tangible response: Creating a definite reaction in the consumer, such as increasing traffic or sales, influences a business's decision to continue using billboards. (Franke and Taylor, 2017)

## **Experimental background**

Outdoor media, in particular, many factors related to advertising features, media features, etc., have been studied. Still, less attention has been paid to media features that affect businesses' tendency to use billboards. However, some researchers have examined the relationship between the relevant factors and the community's views that contribute to the present study has been applied.

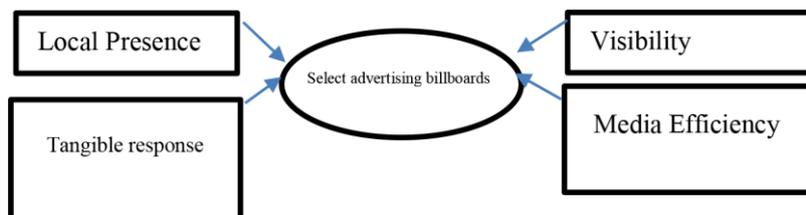
**Table 1:** Background of internal and external research

Row	research title	Year of research	Research	Research method and result
1	Determining the relationship between the mental image of the store, the distance dimension, customer satisfaction, and the behavioral intentions of buyers	2013	Habib A ... Javanmard - Samaneh Hosseini	Survey - Passive The effect of the customer's short distance to the store on the positive mental image of the store was not confirmed. Although a positive mental image and a short distance dimension affect customer satisfaction, the positive effect of a short distance dimension on buyers' behavioral intentions has not been confirmed.
2	Identifying the factors affecting the reception of commercial companies from suburban advertising billboards in Hormozgan province	2013	Roghayeh Samadi Shooting, Reza Ahmadi, Ali Tizro, Siamak Mohammadipour	Descriptive- survey Factors affecting the business orientation of suburban advertising billboards in Hormozgan province are the road's traffic, the type of road, businesses' perception of the benefits of billboard media, the kind of marketing activities, and the financial capacity of users.
3	Optimization of advertising billboards using the calculation of imperialist competition in Tehran	2013	Davood Hosseinabadi Sadeh, Mahmoud Nouraei, Babak Haji Karimi	Descriptive-experimental The need to use accuracy in the selection of billboards in terms of installation location, advertising, and its impact on the image of companies is confirmed. According to the variables of cost, visibility, coverage of the geographical area, and the standardization of billboard advertising, the most desirable visibility in advertising can be reached.
4	The economics of successful billboard advertising	2015	Thomas	Descriptive- survey The geographical location of the billboard is a priority as an influential factor in decision-making. Billboard's effectiveness does not come solely from the advertised brand but from internal and external elements that determine its success.
5	Renaissance Out-of-home advertising	2009	Lopez, Pumarjo and Bassell	The growth of technology and tools to measure the extent of exposure to them has led to the dominance of out-of-home advertising over cities. The ability of billboards to reach people in the media is due to their ability to attract attention and confront the audience.
6	Application and effectiveness of billboards	2006	Taylor, Franke, and Bang	Descriptive- survey Factors influencing business inclination to billboard advertising

include visibility, media productivity, regional presence, and tangible response.

Explanation: Despite the emphasis on regional presence in the absorption model in future research, companies' distance to the place of business is less. Also, the perception of media productivity is entirely relative, and the factors involved in it have been little examined or not well developed.

The theoretical framework is a conceptual model based on academic relationships between several factors identified as necessary in the research problem. These factors flow logically by examining the research records in the field of the problem. Out-of-home advertising Derived from outdoor advertising includes several benefits and limitations—one of its biggest challenges in evaluating and quantifying its effectiveness. However, new methods and technological advances have contributed significantly to this issue (Wilson et al., 2015). Also, in non-consumer (industrial) markets, billboard advertising does not play a role in integrated marketing communications. Even though they play an influential role in the face-to-face sales process, especially in trade fairs, their effectiveness increases. Some distinctive features of billboards can be explained by reference to selective perception theory and the absorption model. Particular Perception Theory refers to the differentiation of billboards as a medium that can overcome the clutter of the environment with a constant presence and strong visual impact and attract the audience's attention. The attraction model describes the flexibility of billboards to be close to businesses, drawing and bringing audiences in that area, implementing a customer's purchase decision, and thus increasing sales. According to the model used in this study, four influential factors in advertising billboards by businesses in Shiraz have been evaluated. Accordingly, the following conceptual model is presented as a theoretical framework for research:



**Figure 1:** Conceptual model

Hypothesis 1: Factors related to the theory of selective perception are more important than factors associated with the idea of the gravity model in the use of billboards. (Visibility or media efficiency is more important than the presence of tangible response).

Hypothesis 2: Factors related to absorption model theory are more important than factors related to selective perception theory in the use of billboards. (Regional presence of tangible response is more important than visibility or productivity).

**Research Methodology**

The present research is applied in terms of orientation and philosophically with positivist perspective philosophy because it is clear and measurable (Delavar, 2011). It is explanatory in terms of cognitive objectives, and in terms of strategy, it is a descriptive survey. The statistical population in this study is all active businesses in Shiraz that have decided to use Shiraz advertising billboards or have continued to display their ads on billboards. The framework includes a list of ad owners and advertising agencies that have acted as out-of-home advertising consultants. After collecting information about the subject and background of the research, (Fars Province Advertisement Office and Fars Province Advertising Guild Association) compiled a list of statistical samples from library studies and internet search data related to economic enterprises operating in Shiraz were collected. All commercials and services displayed on billboards in Shiraz over the past two years were listed according to reports resulting from the monitoring of Shiraz outdoor advertisements and contracts in Shiraz media owners' administrative and financial unit. The Fars Province Advertisement Office list showed 210 propaganda centers in Shiraz; 80 members of the Fars Advertising Center are continuously active.

From the list comprehensive database of industry, mining, and trade of Fars province, 120 advertising billboard users were selected from among the introduced economic enterprises using A total of 140 items were listed with a ten percent increase in the statistical population. Reports of environmental advertisements in companies owning billboards and checklists of contracts concluded in the monetary unit of environmental media owners in Shiraz, according to the framework of the statistical population according to the Morgan table, the number of samples used was 103 out of a total of 140. sampling was performed according to the adjusting

effects of the number of billboards used, type, and size of businesses in a non-random method of an available targeted class. A researcher-made questionnaire derived from the model was operated using a five-point Likert scale in this study. Despite the adaptation of the questionnaire from the model, due to many modifications and adjustments (content validity) that experts and professional managers of the advertising industry, to standardize and adapt it to the statistical population of the research, face validity was performed again. The total number of questions was 13, and at least three questions were defined for each variable. To determine or in terms of corrections and adjustments of the reliability of the test, a questionnaire was given to 25 people. The obtained data were entered into Excel tables, and Cronbach's alpha was measured using the SPSS program. (753%) After two weeks of distribution and completion, the questionnaires were redistributed, and the confirmation test was renewed with a slight change in the order of the questions. Cronbach's alpha number for the questionnaire was 793%. A separate reliability test was also performed for inquiries related to each component. The results of the reliability test are shown in Table 2.

**Table 2:** Assessment reliability of the questionnaire

Percentage	Number of questionnaires	
100	25	Valid number
0	0	Deleted
100	25	total
<b>Number of questions</b>		<b>Cronbach's alpha</b>
13		0.793

It should be noted that all distribution questionnaires were sent to the entire statistical community via e-mail and fax and were followed up by telephone for four weeks. The necessary explanations were provided to remind and justify the respondents. After a week, companies that did not complete the questionnaire were followed up by telephone, and for some, the questionnaire was resubmitted. Respondents were compared in terms of the number of employees, type of business, and the amount of billboard usage. No valid reasons were given for not answering the group that did not answer the questionnaires. This was usually due to not having enough time or not paying attention to the problem.

**Research Findings**

In this section, to describe the characteristics of the sample, first, the collected data were summarized and classified using descriptive statistical indicators. After that, descriptive statistics were tested, including mean, standard deviation related to research variables.

To increase the accuracy of the analysis, mathematical methods and quantitative methods were used, using the TOPSIS technique, preferential ranking of factors, and measuring the adjusting effects of the type and size of the business and the number of billboards. To use specific statistical techniques, it must first be determined whether the data collected have a standard or abnormal distribution. Kolmogorov-Smirnov test was used to test the hypothesis of routine data, and due to the normality of research components in the trial, we used parametric statistics (Table 3). Then we used the inferential statistics indicators to confirm or reject the hypotheses.

**Table 3:** Test result for normality of variables

Factor	The significance level	The amount of error	Confirmation of hypothesis	Conclusion
Selective perception	0.974	0.299	confirmed	normal.
gravity model	0.999	0.271	confirmed H0	normal.

**One-Sample T-Test:**

According to the results of the Kolmogorov-Smirnov test and the normality of the test result, statistical indicators to examine the combined model of four components of selective perception theory and gravity model are given in Table 4. The components of each view of selective perception and the gravity model in this research have a distance scale and correspond to the Likert five-point spectrum. Options in five ranges are divided as very important (5), relatively important (4), important (3), low significant (2), and insignificant (1). Considering

that the above-average score is 3.00, this number is assumed as the expected average for the community and has been done at the alpha level of 0.05.

**Table 4:** Statistical indicators of the components of the selected perception and the gravity models.

Row		average	The standard deviation	Estimation of a mean distance of visibility factor with 95% confidence level	
				Low confidence level	High confidence level
1	Billboard visibility	0.73540	3.8706	4.0143	3.7268
2	Media efficiency	average	The standard deviation	Estimating the average distance between the efficiency of billboards with 95% confidence level	
				Low confidence level	High confidence level
		0.74761	3.5449	3.6903	3.3995
3	Local presence	average	The standard deviation	Estimating the mean distance of the local presence factor of a billboard with a 95% confidence level	
				Low confidence level	High confidence level
		0.80943	2.9038	3.0613	2.7464
4	tangible response	average	The standard deviation	Estimation of the mean distance between the tangible response of a billboard with a 95% confidence level	
				Low confidence level	High confidence level
		0.61611	3.4628	3.5832	3.3424

According to the above table, it can be stated that with 95% confidence, the average of the components of the selective perception model and the gravity model is higher than average.

The quantitative TOPSIS technique was used to investigate the relative importance of each factor related to the theory of selective perception and the gravity model and emphasize the accuracy of the results. In this method, the relative importance of each factor was determined based on the data obtained from the sample. The Shannon entropy method, which is based on information theory, has been used to weigh each factor. (Jazi, Shafiei, Moradi Majd and Saffarian, 2012) This method reflects the concept of context-dependent information and assures the researcher that the results obtained are not affected by the internal dependencies of the indicators. (Eskov et al., 2017).

The obtained results show the importance of selective perception and gravity factors: visibility, responsiveness, local presence, efficiency, respectively.

**Table 5:** Ranking of selective perception and absorption factors

Degree of importance	Effective factors
0.798230054	visibility
0.450203921	tangible response
0.24160892	local presence
0.214979789	Media efficiency

Ranking of selective perception and gravity model factors depending on the type of business: The order of selective perception and gravity model factors in different business groups was obtained based on the TOPSIS test, which was arranged according to the degree of importance. A separate table was obtained for each variable and from the combination of tables. The results are shown in Table 6 in order of rank in different business classes to make comparisons easier.

**Table 6:** Prioritization of selective perception and gravity model factors according to the type of business (field of activity)

	tourism services	Manufactured products	educational services	Advertising agency	Other businesses
first grade	Visibility	Visibility	tangible response	Visibility	Visibility
second grade	tangible response	tangible response	Visibility	local presence	tangible response
third grade	local presence	local presence	Efficiency	tangible response	local presence
fourth grade	Efficiency	Efficiency	Regional presence	Efficiency	Media efficiency

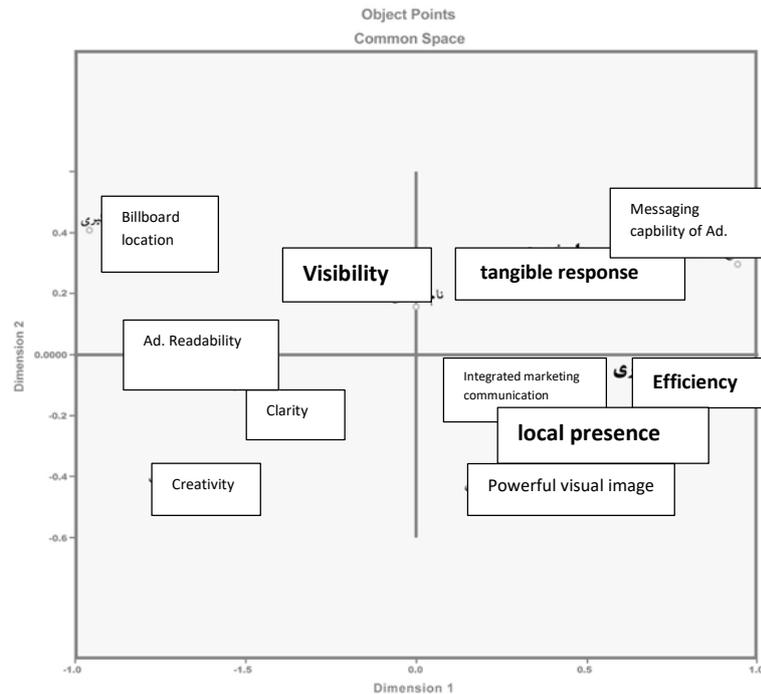
Explain the types of businesses according to the framework of the statistical community among the owners of advertisements, which in addition to monitoring environmental promotions, also used the checklist in the contractual unit of media owners.

Ranking of factors related to the theory of selective perception and gravity model depends on two variables; Billboard usage and business size: The aim is to determine whether the ranking of the four factors related to selective perception theory and gravity model differs from the point of view of those who use billboards a lot and those who use billboards less, if the number of billboards used is three or less, it indicates a lack of interest in using advertising billboards, and if the number of used billboards is more than three, the company is interested in using advertising billboards. Accordingly, 68 people were interested in using billboards, and 36 businesses were reluctant to use billboards. The importance of each factor from the perspective of the two groups (billboard fans and those who have used billboards in small numbers) is shown in Table 7. Also, one of the demographic variables of this research is the size of businesses in terms of the number of employees. If this size is more than 50, the business size is large and otherwise small. To determine whether the size of the business is effective in ranking the factors related to the theory of selective perception and attraction, we need to compare the importance of these factors in small and large companies. The results of the TOPSIS test are summarized in Table 7 to explain the importance of each factor and the ranking of options from the perspective of two business groups (small and large).

**Table 7:** Prioritizing the factors of selective perception and gravity model according to the number of billboards used and the size of the company

	Reluctant to use billboards	Eager to use billboards	small business	Big business
first grade	Ability to be seen	Ability to be seen	Ability to be seen	Ability to be seen
second grade	tangible response	tangible response	tangible response	tangible response
third grade	local presence	local presence	local presence	Efficiency
fourth grade	Efficiency	Efficiency	Efficiency	local presence

Using the multidimensional scaling technique, a map of the factors affecting the use of billboards is shown in Figure 2. The location of each component on the map shows its dimensions relative to the others and the eight factors involved in the success of outdoor advertisements (Billboards).



**Figure 2:** Map of factors affecting the use of billboards

### Conclusion and Recommendations

This study confirms the need to pay attention to the factors affecting business owners' use of billboards. Findings indicate that the importance of the theory of selective perception and gravity model factors is different from the perspective of different businesses in Shiraz. Based on the results, from the point of view of business people and tourism services and products, the order of importance of the factors is the same, but this ranking is different in other business groups. The results also show that the ranking of factors in the theory of selective perception and gravity model does not change based on how businesses use billboards. The visibility component has the most important effect on the use of billboards. According to the theory of selective perception in the processing stage, billboards are seen more than other displayed media and are noticed. The special feature of billboards in gravity model their attention and constant presence around the clock, which leads to frequent exposure of the audience and high frequency of advertisements. It is the most effective factor in using billboards from outdoor advertising (Shiraz) users. In addition, media visibility from the theory of selective perception in other studies conducted in the United States by Professor Tyler is also the most effective factor. In the study of Lopez Pumarge and Basel, the power of attracting attention has been proposed as a unique ability of billboards. Therefore, the location of the billboards so that they are completely in the eyes of the audience is a good incentive for business owners to create a trend and use them to display their ads. Because they desire to place their ads in a perfectly appropriate position so that their message can be seen clearly and effectively. This is important in Hosseinabadi Sadeh et al. (In Tehran) research, which emphasizes the accuracy of choosing the geographical location of a billboard and its necessity in presenting a positive image to the audience. It is noteworthy that in the research of chivalry and colleagues, the short distance from the customer to the store. However, it affects customer satisfaction; its effect on the buyer's behavioral intentions has not been confirmed. The tangible response and the local presence, both of which are relevant to the issue of gravity in media strategy, are also important. In other words, billboards are often useful for people close to the time and place of the purchase decision. Therefore, these factors are especially important in businesses with activities related to tourism services. The rank of the component of tangible response in educational businesses indicates the importance of sales and increasing registration for this category of activities. The last factor is the media efficiency, which affects the choice of billboard users. This seems obvious given the rising cost of using billboards, which leads to an increase in the cost of attending per thousand people. Their advertising revenue is not commensurate with the cost from a business perspective. Institutions supervising billboards in Shiraz do not have a defined policy during the legal procedures (auctions) to control the auction figures. In addition, due to their desire to generate more income, there is no incentive for them in this regard. On the other hand, advertising centers and media owners who have been active in this field for many years announce staggering prices for billboard points in intense competition. Obviously, these figures are provided from the place of business

advertisements. This cost, which billboard users pay to media owners, leads to increased media costs and, of course, reduced efficiency. Therefore, the cost-effectiveness of the media has been overshadowed by these costs, and the difference between the average inputs and outputs of advertising has affected managers' views on media production. The media performance factor of the billboards is at the bottom of the TOPSIS table. While this factor is more desirable in Professor Tyler's research in the United States on 5,000 businesses, it is the second most important. In other words, in his research, after the component of the visibility of billboards, the effective factor in the selection of billboards by businesses is the cost-effectiveness of this media compared to media such as television and .... In Basel research, the cost-effectiveness of billboards is also a unique feature of the effectiveness of billboard advertising. Regarding the adjustment effect of business size on the importance of selective perception and gravity model factors, the results indicate that firm size effectively prioritizes these factors. A local presence in small businesses is more important than efficiency. The components of visibility and tangible response are the most important in two types of small and large businesses, respectively. Although large businesses rate all four factors of visibility, tangible response, local presence, and efficiency at the midpoint of the responsiveness scale, they are moderate. Therefore, in their opinion, none of the components is insignificant. Regardless of the size and type of business and the amount of billboard use, which affects the motivation to use billboards, businesses have a common understanding of the appropriate features. This shared understanding is gained through experience. Although this experience may be limited, it seems sufficient to conclude. The position component is a generally agreed position among business owners. Businesses with activities related to tourism services, in particular, want to influence people in traffic near their place of business. The location component is the most important component for the business with activities related to tourism services because these businesses are small and probably use billboards to a large extent to inform and attract the attention of their target group in the competitive market of Shiraz (in terms of citizens' tendency to entertainment and tourism). According to the obtained results and the variable scores of visibility, it can be said that the most effective factor in using billboard media from the perspective of users in Shiraz is their visibility. Therefore, it is suggested that outdoor media owners, with the necessary consultation and interaction with determining institutions such as Municipal Beautification Organization, pay attention to items such as angle of view of billboards, surrounding space, placement of billboards in a strategic and busy position when designing and implementing billboards. This will lead to greater satisfaction for pro-billboard businesses, make it easier to sell billboards, and, of course, increase the income of media owners and, consequently, the responsible institutions. Also, due to the low ranking of billboard productivity in this study, defining a standard and technical framework appropriate to the economic situation of businesses, whether manufacturing or service, helps control the uncontrolled increase in the price of out-of-home advertising and billboards. As a result, their rental price for the ads is determined rationally and by the media. Of course, the rental control system helps to increase the productivity of billboards for advertisers. On the other hand, paying attention to the model of attraction in the advertising campaign (outdoor media purchase section) will include the effectiveness and satisfaction of business owners. In this study, the researcher has faced limitations in research. These include lack of similar research history in Iran, difficulty in collecting data, and time consuming due to delays in completing questionnaires. Business executives were selected as statistical samples, which are basically busy people. Also, in this research, it is possible to increase the number of billboards used or even the number of employees (large and small businesses) by statistical samples and completing the questionnaire. In this study, a few factors have been examined according to two theories (templates) that it seems necessary to examine other factors involved in the use of advertising billboards. However, other studies on the models used will provide strong support for this study. In this regard, the use of other related theories and models to achieve more robust results should be considered.

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