

Investigating the Impact of Outdoor Advertisement on Cinema attendance in Tehran, Based on AIDA Model

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Abstract: *Given the importance and impact of advertising on audiences, as well as the importance of the film industry and its undeniable role in the promotion and dissemination of culture, this research has been carried out. The purpose of this research was to investigate the effect of outdoor advertising techniques in movies (billboards, posters and bus banners) on the cinema attendance in Tehran based on the AIDA model. The research method is survey and a researcher-made questionnaire is used to collect information. Sample size based on Morgan's table was 414 people from Tehran, which according to its extent, the cluster sampling method has been used. The findings of the study showed that there is no differences between the various advertising techniques in movies (billboard, poster and bus banners) in attracting the attention of the audience. On the other hand, there is a difference between the various advertising techniques in movies in order to create interest, stimulate tendency and act. The results of Scheffe Follow-up test show that two methods of billboard and posters advertising have a better outcome than bus banners to create interest and stimulate the tendency and act in the audience.*

Keywords: *Cinema attendance, Outdoor Advertising, Bus banners, Poster, Billboard, AIDA Model.*

Introduction

Advertising is, in fact, as an effective means of promoting the culture of any society and, in order to change the culture of societies, needs a thorough and comprehensive planning. Cultural advertising is also a culture maker and its objective example is the dissemination of consumerism culture at the community level. When a new culture is created, it cannot easily be changed, and to change this cultural system, it requires a proper planning and provision of the necessary tools. Advertising through a variety of media, including the press, radio, television, outdoor advertising, etc. can bring a huge amount of information and cultural education. In fact, every cultural advertisement, in addition to information, also has educational messages in which these messages only have image or symbol, and it is not necessary that these tutorials to be presented as slogans or titles (Motevali, 2001).

Among the various types of advertisements available, outdoor advertising includes all advertisements that are publicly displayed to enthusiasts. According to Ostvar, in the outdoor graphic art (2013), outdoor advertising is one of the outdoor graphics branches that target a specific audience for general commercial purposes. One of the great advantages of outdoor advertising that leads them to other advertising media is that the audience is forced to visit them and cannot ignore their colorful and beautiful designs. According to Motevali in the book of public relations and advertising (2001), features of an effective advertisement is being truthful, avoiding distortion, exaggeration, awareness, promotion, audience awareness, novelty and innovation, the use of creativity, the right use of the use of words, concepts and colors, and in the vast array of types of commercials contained in the press and TV teasers and radio advertisements, we can easily find something that is easy to think and simplify in their production.

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Outdoor advertising has the same rules and procedures, as well as other advertisements have many advantages and disadvantages. The shortness of message and the inability to use for special and short-term occasions are the disadvantages of this kind of advertising. Instead, guaranteeing being seen frequently without any disturbance or market failure, and the possibility of referring to other promotions is the benefit of this category of advertising. In the midst of this, among the new outdoor advertising media, posters and billboards are certainly the most powerful medium of outdoor media, given their diversity of content and their usage.

In addition to these two items, bus banners have also helped outdoor advertising for a few years in our country. By always considering the demographic characteristics and behavioral patterns of the audience, an advertiser can manage their advertising costs carefully and effectively use the medium of outdoor advertising to cover its target groups (US Outdoor Advertising Association, 2008, 106). To further influence such kind of advertising, we should use some characters that the audience perceives to be close in designing. It works much better if it comes from audience, culture, and civilization of the audience. For this reason, in outdoor advertising, we must try to take into account the native characters of that area. In our country, this advertisement goes around certain axes that relate to the beliefs and appearances of our society's culture. This is where the talk about art will come again, an art that must be a servant of the society and sustain immortal and sustainable human thoughts and aspirations that make human growth, affecting all segments of society. (Ostvar, 2013, pp 20 and 33). In this regard, a part of the outdoor advertising is dedicated to the promotion of cinema films. Regarding the role of cinema as a medium on cultural development in society and on the other hand, the commercialization of this industry and the importance of the impact of outdoor advertising on the audience, in the present research, the main question is whether there is a significant difference between the various ways for outdoor advertising of films in order to attract attention, create interest, stimulate desire and act?

Main objective

Investigating the Impact of Outdoor Advertisement on Cinema attendance in Tehran Based on AIDA Model

Sub-goals

- Investigating the impact of billboards of cinema films on cinema attendance in Tehran, based on the AIDA Model
- Investigating the effect of advertising bus of cinema films on cinema attendance in Tehran, based on the AIDA Model
- Investigating the effect of advertising posters of cinema films on cinema attendance in Tehran, based on the AIDA Model

Theoretical Considerations

Outdoor Advertising

The use of urban spaces for advertising is another form of advertising that has appeared today in various forms, increasing urban populations and migrating villagers to cities, causing city growth and the audience in the urban space prompted advertisers to use existing urban spaces. (Ahmadi, 189, 6). Increasing activity and increasing patterns of customer mobility have increased the audience of outdoor advertising. Studying and recognizing the life patterns of customers has been able to turn outdoor advertising into a media based on market science (marketing) and being adjacent to the audience (US Outdoor Advertising Association, 2008, 13).

The primary use of these types of ads has been to promote theater programs in major cities. The panel was installed in a suitable place, for example, on a hedge or a wall to be seen by passersby and possibly go to the theater. With the expansion of cars and the creation of large roads, the use of these banners expanded and was used on the roads (Mohammadian, 2000, p. 245). Outdoor advertising encompasses a wider field of outdoor graphics. Being seen is critical in outdoor graphic, but in outdoor advertising, not only the target is being seen, but the transfer of thought contained in the advertising message and understanding the message from the audience is so important. Outdoor advertising is an advertising that

is publicly displayed and has its own advertising platforms and tools. This is an advertising seen on banners, billboards, buses etc. Each of these tools and substrates has its own function and is used according to the location. (Ostvar, 2013, 32 and 48)

Outdoor advertising is a new medium in outdoor graphics that has been taken into consideration in recent years. Outdoor advertising is one of the newest and most important approaches to the growth of brand advertising, which is reflected in today's urban environment graphics. This is a term used for the first time by customers and advertising companies. This term is fundamentally different from outdoor advertising, and each has its own distinct nature and definitions. Outdoor advertising is a key and non-specialized term about the forms of advertising in outdoors spaces. Another example is the off-site advertising term. Another example is the term out-of-home advertising, but outdoor advertising is a new and growing branch of outdoor advertising that should not be equally used. This branch has been welcomed by both customers and advertisers as well as by the audience. (Sedaghat, 2011, 34-35)

Classifying Outdoor Advertising

According to Taghi-Ahmadi in the book "Engineering Outdoor Advertising" (2010), outdoor advertising is divided into three categories in terms of impact on urban areas and legal relationships and issuance of licenses including 1. Urban advertising, that is, all forms of outdoor advertising that occur in the urban space and the service and protection of the city, affecting urban landscape. 2. Outdoor advertising such as sports stadiums, subway stations, and military and police centers is a site for outdoor advertisement that is used by the indoor audience. 3. Road advertising, i.e. "those outdoor advertisements that are installed and operated alongside intercity roads outside the city's service and protection range. Across the globe, outdoor advertising is divided into four main categories:

- 1- Billboards
- 2- Advertising on urban furniture
- 3- Advertising on public transport
- 4- Alternative or supplementary outdoor promotions (US Outdoor Advertising Association, 2008, 35).

Outdoor advertising steps

Outdoor advertising design includes three steps:

- First of all, the graphics and layout must be well seen. What is important at this stage is being seen well.
- The graphics should be designed to be seen. To do this, you need to use graphic tricks to see it.
- The next step is to transfer the message.
- The third step must be well understanding the implied thought. (Ostvar, 2013, 32)

Features, disadvantages and benefits of outdoor advertising

According to Sedaghat, in an article entitled "Outdoor Advertising, A New Media in Outdoor Graphics" (2011), three main features of outdoor advertising are: Unusual locations, different implementation practices, and the freshness of topics. Outdoor advertising include advertising which is used in abnormal, unusual and unexpected places and often with unusual and exhilarating methods as well as new performances that appear to the audience for the first time. In her view, the disadvantages of using outdoor advertising include infecting the visual space (in some cases) the difficulty of measuring the magnitude of impact, the impossibility of transmitting detailed and sufficient messages and the huge cost of construction and installation.

The twelve major benefits of outdoor advertising are

1. Quick customer attention and guarantee the continued presence of companies in the market. 2. Create customer recognition and loyalty, expand the product distribution range 4. The scope and breadth of the messaging area; 5. Adaptation of regional advertising with the national advertising strategy; 6. Communicating fully with the audience, relying on demographic sciences; 7. Preventing error and

dispersion in the presentation of the message. 8. The ability to convert a variety of promotional schemes to outdoor advertising. 9. Leading people to a shopping mall. 10. Affecting the customer's final decision for purchase. 11. Creating cooperation and partnership between several brands; 12. In outdoor advertising, direct and immediate communication between the consumer and the brand can be provided by direct delivery of the website address, telephone number and other essential information. (US Outdoor Advertising Association, 2008, 22 to 33).

Types of Outdoor Ads.

Bus banners: in fact, one of common ways of advertising in Iran which has mostly captured company's attention is bus banners. The buses have joined advertising system from 1368 and soon they could have a say in it and be a way to advertise. The advantages of such system are:

- Constant movement through days and nights
- Direct interaction with people
- Well-equipped to install the ads (Mohammadian, 1379)

Disadvantages of the method

- Visual pollution and the variety of fonts and colors could be distractive.
- People inside the bus are visually blocked and can't find their way
- It might be distractive for other drivers
- The newest version of such method is that they cover the whole parts of bus with a special material which let the light in from one way.

Posters

Posters play an undeniable role in society now and it can be discussed from different aspects and it can be as a media in either war time or peace. On the other hand, it can be considered as a work of art and it is more user friendly than the rest of arts. Posters are now considered to be one of the oldest media ever. Posters actually are an evocative sign of old happenings according to the vibe of the society and they can be considered to be one of the most creative and remarkable ones which helps us to gear up our general understanding. In Iran from 1960s on, has entered its new era by works of "Morteza Momayez" and some others and the size of them are mostly 50*70 and 100*70 as the posters, the world over, are defined vertically.

Billboard: as it was mentioned in the book " why outdoor ads " billboards are defined as big pictures which are designed to be noticed from long distance (more than 20 m) and can be moveable or not.

Mobile panels: according to the size they can have different goals and are mostly moved each 60 or 90 days. They are mostly 5*15 and they can be rolled and kept in storages.

Fixed panels: they are designed by the order of special company and they are fixed at the same place up to the end of the mentioned time, also they are mostly rented.

Agenda-setting theory

The media can make an action more important. Different matters to get more attention required to be well seen and appropriate coverage. The meant event should be meaningful and straightforward. The special content used, can be effective as well. They can be iconic to be reminded by any political act. When scholars are speaking this theory is working faster. The user is free yet the thoughts are conveyed it is actually: giving information, agenda setting and then making priority.

AIDA Model

Is the abbreviation of the most used criteria that the ads and webs have used? The marketing systems decides what an ad should say. And the by judgment and management which is researched in advance, tells how a message should be hidden so that the users can unlock it on the way which is asked them to do. Which is a four-step one: Attention, interest, desire, action.

Hypothesis

- There is a difference between the various film advertising in attracting the audiences' attention.
- There is a difference between the various film advertising in maintaining the audiences' interest.
- There is a difference between the various film advertising in creating the audiences' interest.
- There is a difference between the various film advertising in taking the audiences' action.

Methodology

It is done by a questionnaire made by researcher among Tehran citizens from 20 to 60 years old. Which are accidentally chosen by Morgan chart they are 414 and it is done in 2016.

Findings

In this research they are 414 people of Tehran which 26/6 % of them are below 30 years old (110 ppl) 40/8 % are between 30-40 (169 ppl) 19/8% among 40-50 (82 ppl) and 12/8% (53 ppl) are from 50 to 60.57/2% which is (237) are men and 42/8 % are women.33.5% are diploma, 16/7% post diploma , 34.1 % are BS holders, 14.3 % are Masters and 1.4 % are PHD holders.

Hypothesis Testing

1- There is a difference between the various film advertising in attracting the audiences' attention. In order to that the variance of attention is being calculated:

Table (1): Hypothesis 1

P value	F	Average drills	Degree of freedom	Total drills	Source
0.111	2.198	7.423	2	14.845	Inter group
		3.377	1239	4184.147	Inner group
			1241	4197.993	total

According to P-value F is calculated for over 0.05 based on 98% assurance it is equally 0 and the average in the different types are accepted. Based on the calculations there is no definite differences so that the theory is rejected.

2- There is a difference between the various film advertising in maintaining the audiences' interest. The variance of Interest is being calculated.

Table (2): Hypothesis 2

P value	F	Average drills	Degree of freedom	Total drills	Source
0.001	15.341	101.353	2	202.707	Inter group
		6.607	1239	8185.713	Inner group
			1241	8388.419	total

According to the P value which F is calculated by for interest numbers less than 0.01 with 99% assurance it is 0 so that there would be no significant difference between different ways of prompting. Then the theory is rejected.

The following calculation is examined by Scheffe:

Table (3): scheffe test results

		Average difference	Standard error	P value	Low L	High L
Billboard	Poster	0.085	0.179	0.894	-0.35	0.52
	Bus	0.896	0.179	0.001	0.46	1.33
Poster	Billboard	-0.085	0.179	0.894	-0.52	0.35
	Bus	0.812	0.179	0.001	0.37	1.25
bus	Billboard	-0.896	0.179	0.001	-1.33	-0.46
	poster	-0.812	0.179	0.001	-1.25	-0.37

In this study there is a significant difference between billboard and posters with bus in interest making but billboard and posters don't have any special different in interest making. so they are better than bus but same with each other.

3- There is a difference between the various film advertising in creating the audiences' interest. In order to figure it out, the variance is calculated

Table (4): Hypothesis 3

P value	F	Average drills	Degree of freedom	Total drills	Source
0.001	26.631	200.049	2	400.098	Inter group

Considering that the significance level of the index f calculated for the tendencies of stimulation scores is less than 0.01, so with a confidence of 99%; the assumption of zero based on the equality of the mean scores of stimulation of inclination among sub groups of different advertising methods (billboard, poster and bus and This result shows that there is a significant difference between different advertising methods in the interest of the audience. Therefore, this research hypothesis is confirmed. In the sequel to the analysis, in order to distinguish between the three methods (billboard, poster and bus), Ad) Scheffe's follow-up test was used and the results were presented in the following table

Table (5): Outcome of Scheffe's follow-up test for stimuli-driven tendency based on advertising method
Confidence Range

upper line	Bottom limit	Significance level	standard error	Average difference		
0.57	-0.36	0.856	0.190	0.106	Poster	billboard
1.72	0.79	0.001	0.190	1.254	bus	
0.36	-0.57	0.856	0.190	-0.106	Billboard	poster
1.61	0.68	0.001	0.190	1.147	bus	
-0.79	-1.72	0.001	0.190	-1.254	Billboard	bus
0.68	-1.61	0.001	0.190	-1.147	Poster	

The results of Scheffe post hoc test show that there is a significant difference between the scores of stimulation of inclination in the ad bus advertising method with both billboard and poster methods. There are no significant differences between the two methods of billboard and posters in the tendencies of stimulation scores. This indicates two methods of advertising Billboard and poster have better results in stimulating the desire of the audience than the bus and banner ads, but the ratio of each other is not much different.

4- There is a difference between the various film advertising in taking the audiences' action. To investigate this hypothesis, an analysis of one-way variance for the variable scores of action-action was used based on the method of film cinema advertising

Table (6): Analysis of variance for action scores based on the advertising method

Significance level	F	Average squares	Degrees of freedom	Sum of squares	Source of change
0.001	9.581	34.220	2	68.440	Intergroup
		3.572	1239	4425.184	Intergroup
			1241	4493.623	Total

Considering that the significance level of the calculated f index for the action scores B is less than 0/01, so with 99% confidence, the zero assumption based on the equality of the mean of action scores is to be rejected among sub-groups of the different advertising methods. This result shows there is a significant difference between different advertising methods in action B in the audience. Therefore, this research hypothesis is confirmed. The following analysis is used to determine the difference between the meanings of three methods of billboard, posters, buses and advertisements using Scheffe's follow-up test. The results are presented in the following table

Table (7): Outcome of Scheffe's follow-up test for action scores b. Based on the advertising method Confidence Range

upper line	Bottom limit	Significance level	standard error	Average difference		
0.28	-0.37	0.941	0.131	-0.046	Poster bus	billboard
0/80	0.15	0.002	0.131	0.473		
0.37	-0.28	0.941	0.131	0.046	Billboard bus	poster
0.84	0.20	0.001	0.131	0.519		
-0.15	-0.80	0.002	0.131	-0.473	Billboard	bus
-0.20	-0.84	0.001	0.131	-0.519	Poster	

The results of the Scheffe post hoc test show that there is a significant difference between the scores of action in the ad bus advertising method with both billboard and poster methods, but there are no significant differences between the two methods of billboard and poster in the action scores. This indicates that two methods Advertising billboards and posters in the action of audiences in the manner of bus advertisement advertising have better results, but the ratio of each other is not much different

Conclusion

As advertising cannot be separated from the intellectual life and belief of the human community, the instrument of propaganda should not be considered apart from the intellectual, social and intellectual life of man. Therefore, man as a living being has an idea and belief. Interested in its ideas, it has always been instrumental in this endeavor. Among the various advertising tools, outdoor advertising is the oldest form of communication. Today, media advertising is an active communication tool for transmitting messages to millions of consumers. Has been transforming the medium of outdoor advertising media for a decade as an efficient tool Messaging has remained potential customers for manufacturers. In fact, these are outdoor advertisements that carry messages for the general public, and rapid lifestyle changes are in the demand of most consumers. Flexible weekend holidays allow for 24 hours more advanced technological options. Also, more activity is all due to the demand for more satisfaction and the presence of higher standards in the lives of most people. Behavioral changes in people in society have increased the demand for outdoor advertisements in its various forms. In fact, outdoor advertisements are simple but Powerful B use Travelers traveling are particularly well-placed at the time of purchase and can meet the cognitive needs and needs associated with enhancing information, knowledge and outdoor understanding among consumers. Additionally, advertising the environment through the use of graphic and lighting techniques and the use of appropriate visual elements and elements, and the expression of the subject matter advertised in concise and concise language, can meet the emotional needs and needs associated with enhancing the experiences of beauty, pleasure and the sense of pleasure seeking. Enjoy the fun among consumers.

Findings and results of the statistical test show that there is no significant difference between different advertising methods (billboard, poster and ad bus) in attracting the attention of the audience. Concerning the interest in the audience, the findings show that there are significant differences between different advertising methods in creating interest in the audience. The results of this hypothesis are compared with the researches Doroudi (2013), Majidi Ghahroudi (2012), Nahidi (2010), and Mostafa Golmes , Shakaran Karagh and Algon Kitabachi (2010), and Israel Kofi, Ernst Kaffeev and Simon (2015).

On the other hand, the results indicate that there is a significant difference between different advertising methods in stimulating the willingness of the audience. Therefore, the hypothesis of the research is verified. The results of this hypothesis are investigated by Doroudi (2013), Majid Ghahroudi (2012), Nahidi (2010), and Mostafa Golmse, Shakaran Karagha and Elgon Kitabachi (2010), Israeli Kofi, Ernest Kaffeev and Simon (2015). Concerning action, the results show that there is a difference in the way advertisers operate (billboards, posters and bus banner ads) in action on the audience. Therefore, this research hypothesis is confirmed. The results of this hypothesis are based on research 2013), Majidi Ghahroudi (2012), and Mostafa Golmseh, Shakran Karagha and Algon Kitabachi (2010), Israel Kofi, Ernest Kaffeev and Simon (2015).

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