

**T.C.
ISTANBUL GEDİK UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**BELIEFS, ATTITUDES AND CONSUMER RESPONSES TOWARD
OUTDOOR ADVERTISING IN SAUDI ARABIA**

MASTER'S THESIS

Maram ADDAS

**Business Administration Department
Business Administration Master in English Program**

SEPTEMBER 2022

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Thesis Advisor: Asst. Prof. Dr. Metin TOPTAŞ

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İSTANBUL GEDİK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ MÜDÜRLÜĞÜ

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DECLARATION

I am Maram ADDAS, as a result of this declare that this thesis titled “Beliefs, Attitudes, and Consumer Responses Toward Outdoor Advertising in Saudi Arabia” an original work I completed for the business management faculty's master's degree award. I hereby also affirm that neither this thesis nor any portion of it has ever been submitted to or presented for credit toward any other degree or research project at any other college or university. (16/09/2022)

Maram ADDAS



DEDICATION

This thesis is dedicated to:

The sake of Allah, my Creator and my Master

My great teacher and messenger, Mohammed (May Allah bless and grant him), who taught us the purpose of life,

My homeland Syria,

My brothers Mahmoud Addas and Moayad Addas for their endless help and support,

My friend Tuğçe Nur Bozkurt who encourage and support me,

All the people in my life who touch my heart, I dedicate this research.

PREFACE

The research dealt with beliefs, attitudes, and consumer responses toward outdoor advertising in Saudi Arabia. The research took the mediator model for the role of attitude toward outdoor advertising and the direct impact of beliefs toward outdoor advertising on consumer responses.

Special thanks to Dr. Metin TOPTAŞ for his continued support and guidance during my M.B.A journey. Dr. TOPTAŞ has always been enlightening me with the academic standers and guidelines for this thesis, without whom this thesis wouldn't have been possible.

September 2022

Maram ADDAS

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ABBREVIATIONS

ARVAK	: Outdoor Advertisers Foundation
ATOA	: Attitude Toward Online Advertising
NOAB	: National Outdoor Advertising Bureau
OAAA	: Outdoor Advertising Association of America
BTOA	: Belief Toward Outdoor Advertising
CR	: Costumer Responses
HIV	: Human Immunodeficiency
IRL	: In Real Life
KMO	: Kaiser-Meyer-Olkin
MSA	: Measure of Sampling Adequacy
TV	: Television
UAE	: United Arab Emirates

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BELIEFS, ATTITUDES AND CONSUMER RESPONSES TOWARD OUTDOOR ADVERTISING IN SAUDI ARABIA

ABSTRACT

This research aims to examine beliefs, attitudes, and Consumer Responses Toward Outdoor Advertising in Saudi Arabia. Accordingly, a model developed to test to direct effect of Belief toward Outdoor Advertising (BTOA) as the independent variable on Customer Responses (CR) as the dependent variable, as well as possible indirect effect of Attitude toward Outdoor Advertising (ATOA) as the mediator variable. To test this mediation model, an add-on PROCESS V4 was used. The data collection method was an online survey (Questionnaire based on a 5-point Likert-type scale) provide in one language only (English). The questionnaire was distributed over the internet and social media. WhatsApp groups, Snapchat and Instagram were used as applications. The sampling method was non-probability convenience sampling, and the target sample size was 200 due to the limited time and resources. Overall, a total of 213 sample was collected. And 16 of them were excluded from data analysis, because of a large amount of missing data. Finally, a total of 197 questionnaires were subjected to data analysis.

Hence, after conducting a linear regression analysis via SPSS with a PROCESS add-on, a strong direct impact of Belief toward Outdoor Advertising (BTOA) on the Customer Responses (CR) was detected. Also, the Attitude toward Outdoor Advertising (ATOA) successfully mediated this model's relationship between the predictor (BTOA) and the outcome (CR). The originality and value of the research comes from the fact that there are no other studies detected, which investigates how attitudes and beliefs may have an impact on certain customer responses in a significant consumer products market as such Saudi Arabia.

Keywords: *Outdoor advertising, beliefs about advertising, attitude toward advertising, consumer response*

SUUDİ ARABİSTAN'DA AÇIKHAVA REKLAMCILIĞINA YÖNELİK İNANÇLAR, TUTUMLAR VE TÜKETİCİ YANITLARI

ÖZET

Bu araştırma, Suudi Arabistan'da Açık hava Reklamcılığına Yönelik Tüketicilerin inançlarını, tutumlarını ve tepkilerini incelemeyi amaçlamaktadır. Buna göre, araştırmaya modeli bağımsız değişken olarak Açık hava Reklamcılığına Yönelik İnanç (BTOA) bağımlı değişken olarak Müşteri Yanıtları (CR) üzerindeki doğrudan etkisinin yanı sıra, Açık hava Reklamcılığına Yönelik Tutum'un (ATOA) aracı değişken olarak bu ilişkideki olası dolaylı etkisini test etmek için oluşturulmuştur. Bu aracı değişkenli modeli analiz etmek için bir eklenti PROCESS V4 kullanıldı. Veri toplama yöntemi, yalnızca İngilizce dilinde sunulan çevrimiçi bir ankettir (5'li Likert tipi bir ölçeğe dayalı anket). Anket internet ve sosyal medya üzerinden dağıtıldı. Uygulama olarak WhatsApp grupları, Snapchat ve Instagram kullanıldı. Örneklem yöntemi olasılıksız kolayda örneklem olup, sınırlı zaman ve kaynaklar nedeniyle hedef örneklem büyüklüğü 200'dü. Genel olarak, toplam 213 örnek toplanmıştır. 16 tanesi ise büyük miktarda eksik veri nedeniyle veri analizinden çıkarıldı. Son olarak, toplam 197 anket veri analizine tabi tutulmuştur.

Dolayısıyla, bir PROCESS eklentisi ile SPSS üzerinden doğrusal bir regresyon analizi yapıldıktan sonra, Açık hava Reklamcılığına Yönelik İnanç (BTOA) Müşteri Yanıtları (CR) üzerinde güçlü bir doğrudan etkisi tespit edildi. Ayrıca, Açık hava Reklamcılığına Yönelik Tutum (ATOA), bu modelin öngörücü (BTOA) ve sonuç (CR) arasındaki ilişkiye başarılı bir şekilde aracılık etti. Araştırmanın özgünlüğü ve değeri, Suudi Arabistan gibi önemli bir tüketici ürünleri pazarında tutum ve inançların belirli müşteri yanıtları üzerinde nasıl bir etkisi olabileceğini araştıran başka bir çalışmanın bulunmaması gerçeğinden kaynaklanmaktadır.

Anahtar Kelimeler: Açık hava reklamcılığı, reklamcılıkla ilgili inançlar, reklama karşı tutum, ikna, tüketici tepkisi

1. INTRODUCTION

The main subject of the research is outdoor advertising which is likewise known as out-of-home advertising. This advertising reaches consumers when they are outside their homes. The Outdoor Advertising Association of America says that's where consumers spend 70 percent of their time out of home.

If we explain clearly, advertising is a form of connection for promotion and used to motivate, convince, or function viewers, visitors, or listeners to proceed or take some new promotion activity. Most apparently, the preferred outcome of advertising is to drive customer activities with regard to an experienced offering, although governmental and ideological advertising is also typical (Amjad, 2015). Outdoor advertising delivers marketing advertising messages to consumers. There are different types of outdoor ads 68% of consumers claim their purchasing decisions are made while in the car, thousands of ads are trying to reach people digitally. Still, they are not paying attention to any of them, and that is because of advertising fatigue. We're constantly staring into screens, making the best place to advertise. Outdoor advertising is an IRL experience. Pretty rare nowadays, especially if we consider the terms of advertising (Blackwell, 2007).

1.1 Purpose of the Research

Advertising is an activity that is becoming increasingly important in the marketing efforts of businesses. The effect of television on society, the developments in communication technology and the increasing competition environment due to the growth of trade volume have increased the importance of advertising even more today. Every company that wants to get a share from the market now considers advertising activities mandatory for itself. Basically, advertising is important for businesses that produce goods and services in terms of contributing to increasing their sales by promoting their products. However, it would be wrong to say that only businesses advertise. They advertise in social organizations, political parties, public institutions and organizations. Political parties organize advertising campaigns to

elect their own candidates. Organizations for social purposes can apply to advertisements on issues such as environmental protection, family registration, prevention of smoking and alcohol use, energy saving, and HIV protection. Public institutions and organizations benefit from public service advertisements in order to provide public support and raise public awareness. All these efforts are important in terms of organizing and informing the society. Advertising is one of the most important ways for businesses to communicate with customers and effectively market their products and services.

When we think of outdoor advertising, we think of outdoor advertisements. Outdoor advertising is the only advertising medium that is exposed without effort. Because as soon as we go out on the street, we encounter outdoor advertisements, but this is not the case with other advertisements. For example, we take a break and buy a newspaper or magazine to see an advertisement in the press, or at least we need to turn on the television to watch the advertisement on television. Outdoor advertising differs from other advertisements in this respect.

The aim of the study to provide deeper insights into consumer beliefs, attitudes, and responses toward outdoor advertising such as billboards, bus benches, and transit advertising by investigating and comparing the perceptions of retail customers in Saudi consumer products markets.

The research question: “What is the Beliefs, Attitudes, and Consumer Responses Toward Outdoor Advertising in Saudi Arabia?”

1.2 Importance of Research

Advertising is one of the most effective marketing methods for businesses to survive against the competition and rapid change in our globalizing world. Advertising is a very important factor in attracting the attention of the consumer and influencing the choices he will make between products and services. In this period when we live in the information and communication age, advertising has been a very important element for consumers as well as for producers. Even though consumers do not want to, they are informed and directed about a large number of products or services due to mass media or advertising activities. Considering that the distance between the producer and the consumer has been increasing gradually since the turn of the

century, and therefore the direct communication between the producer and the consumer has been lost, it becomes clear how important and an undeniable factor is the advertisement, which is a form of communication from the producer to the consumer, for today's producer businesses (Thoniel, 2008).

Nowadays, everyone is increasingly faced with advertisements. Advertising appears on the pages of the newspapers and magazines we read, on the radio and television with various entertainment programs, on the roads with wall posters and advertisements, in an uncertain place and time. Advertising is generally welcomed as an effort that contributes to economic development by improving mass media that maximizes people's living standards, has an immeasurable educational aspect, and helps cultural development (Wilson, Baack, & Till, 2015).

Outdoor media is coming to a very important stage in terms of advertising and communication all over the world. The ones that use outdoor advertisements the most are the companies that have a distribution chain and want to reach the consumer directly. No medium can take the place of another medium. Because television and print media all have different effects. However, all channels are monitored by paying a price and making an effort. In other words, they are advertisements that the consumer watches voluntarily. Only outdoor is excluded from this. Outdoor advertisements are encountered as soon as you go out on the street. The place to enter the field of view is selected, and from the moment the consumer enters the field of view, the field of influence begins. In short, we are constantly faced with outdoor advertisements and they significantly affect our purchasing behaviour (Coleman & Osborne, 2012).

The importance of the study stems from the fact that outdoor advertising is increasing its efficiency in marketing. Marketing experts have started using this media more than before to attract their target segments. Outdoor as an advertising tool is one of the most critical media in the advertising expenditures market in Turkey. It's taking fourth place in advertising tools in the country. It has a more significant market share than radio channels, and it comes after digital media advertising in the market inboard advertising doesn't give only typical advertising but also sponsorship and promotion opportunities. Outdoor advertising is getting more popular in Turkey; for example, it started building its third airport in Istanbul, Turkey, and İstanbul is one of the essential growing centers of Europe in air

transportation. The direct and indirect flights and domestic and international flights cause millions of people to use İstanbul's airport, and these millions who use this transportation vehicle come up against the facilities of onboard advertising (Cobanoglu & Ongan, 2014). The research aims to give a detailed explanation of outdoor advertising and to point out to the benefit of this advertising types more value and a better response which is, after all, what business is about; saving cost and raising productivity. The research analyzes the expansion of the outdoor advertising market in Saudi. Its examples and concentrates of advertising as an alternative growing advertising tool based on the specialists' ideas in Saudi. As Saudi Arabia towards out door ads more competitive now than a couple of years ago, the Saudi Arabian market has changed considerably into one marked by more vigorous advertising. Advertising content and regulation in this influential, conservative Middle East country is discussed. The commentary emphasizes that since religion has such a pervasive and abiding influence, it is necessary that advertising should be livable with religious standards. Besides, that advertising should be sensitive to other cultural norms and responsive to changing governmental priorities (Al-Qumayri & Manzar, 2021).

2. LITERATURE REVIEW

Outdoor advertising, as the name suggests, includes advertisements outside of indoor areas. It is one of the oldest tools of advertising. “Starting from a beginning like the writings written on the mountains and stones, a small shopkeeper puts a sign with his name on his shop and ensures that the passer-by comes to his shop; Outdoor advertising has developed rapidly in parallel with the developing technology, from the large wall panels we see in developed countries to the luminous rotating spheres rising above the skyscrapers (Cote, 2008).

2.1 Beliefs and Attitudes Toward Outdoor Advertising

Today, as a result of globalization, businesses are trying to maintain their existence in an environment of constant change and increasing competition. On the other hand, businesses that produce the same type of product and service in the market environment offer products or services that are very similar to each other and can replace each other. Advertising is one of the most important promotional tools that businesses can use in order to announce the goods or services they produce to their target audiences, to create a desire to buy and to differentiate themselves from their competitors in such a competitive environment. For this reason, the importance given to advertising continues to increase (VelocityGlobal, 2020).

One of the most important stages of the advertising campaign planned for the promotion of a product or service is the selection of the appropriate advertising medium for that product or service. Selecting the appropriate advertising medium to ensure that the message meets the target audience is of great importance in ensuring the successful conclusion of the advertising campaign.

Outdoor advertising is a type of advertising that has become widespread in direct proportion to the frequency of people being outside. Outdoor advertising is an advertising medium that is gaining importance in our country as well as all over the world. The reason for this is that today, individuals are in areas outside the home, and advertisers tend to go outside the home more, taking this situation into account.

Outdoor advertising has shown a rapid development in our country. The technical increase and the greater awareness of outdoor advertisements have brought many new outdoor advertising applications to the agenda. The fact that product and service consumers mostly spend their time outside has a great impact on the fact that outdoor advertising environments are being used intensively by advertisers. In advertising campaigns, all outdoor and advertising tools provide an opportunity for large advertisers to maintain the traceability and awareness of the campaign all year round. When outdoor advertisements contain awareness and different features, they appeal to the subconscious of individuals. Advertisements that people notice immediately, are impressed by, and are not erased from their memories are known as impressive and successful advertisements (Çiftçi & Karabulutlu, 2020).

The fact that outdoor advertising has many different dimensions and has a significant effect on consumer perception arising from this feature. Outdoor advertisements are highly effective in attracting the attention of the target audience and increasing awareness when they are placed correctly in the environments where the people to be reached are located. Outdoor advertising is a type of advertising that has become widespread in direct proportion to the frequency of people being outside. According to another definition, outdoor advertising is advertising messages prepared in the form of banners, billboards, currency-banners, etc., placed on the street where the traffic is heavy, where people pass frequently, and on the stations, stops and piers they use (Üsterman, 2009).

When looking at outdoor advertising from a historical perspective, it has a history dating back to Ancient Greek and Egyptian civilizations. Outdoor advertising first appeared in the Ancient Egyptian period in 3000 BC, in the form of various ornaments and colourful embroideries engraved on tombstones, tablets for people to read. In the findings obtained from the archaeological remains in the Greek and Roman periods, the walls were mostly used for public announcements. Suitable places for outdoor advertising are the open spaces around churches and market squares. Outdoor advertising medium, in England in 1740; In America; It is known that it started to be used by advertisers in 1835. The most common period of outdoor advertising is after the French Revolution of 1789. The National Outdoor Advertising Bureau (NOAB) was established in 1915 to meet the needs of outdoor advertising and to monitor developments in the industry. In 1925, the American

Outdoor Advertising Association (OAAA) was established. The Outdoor Advertising Association of America (OAAA) is the leading organization in determining certain formats and standards for outdoor advertising (Sarı, 2009).

Advances in printing techniques and the development of advertising in the 1930s provided great benefits for outdoor advertising. Outdoor advertising is an advertising medium that is gaining importance in our country as well as all over the world. The reason for this is that today, the individuals are in areas outside the home, and the advertisers, taking this situation into account, tend to mostly go outside the home. Outdoor advertising environments in Turkey have increased especially since 1995. Another development is the establishment of the Outdoor Advertisers Foundation (ARVAK) in 2011. Outdoor advertising has shown a rapid development in our country. The development of technology and the greater awareness of outdoor advertisements have brought many new outdoor advertising applications to the agenda (Sarı, 2009).

In outdoor advertising campaigns, subjects such as remembering the campaign, recognizing the brand or product, or whether the advertisement causes sales have been revealed through surveys and researches. With these studies, it is understood to what extent the advertising campaign contributes to both communication and sales increase purposes. It is necessary to make media decisions that will enable the advertising campaign to meet the target audience. It is important to make the right decisions in order for the campaign to reach the target audience and for the event to result in a good outcome.

The process of determining the place where the advertisement will be published is one of the main issues of media planning studies. In terms of a media planning study, it is a very important decision to determine how many times it is sufficient for the advertising message to meet the target audience. According to the research results of the Outdoor Advertising Foundation (ARVAK); Outdoor advertisements created an awareness of 27% with a budget of 16% with the influence of the media (Güllülü & Büyük, 2017).

Based on the 23 campaigns tested for Stroer's outdoor advertisements; The levels of participation in 15 statements under the headings of liking, differentiation, informing, persuasiveness and word of mouth were asked. When the participation of those who

see the campaign in the open air and those who do not see the campaign in the open air is compared, it is seen that those who see the campaign in the open air agree with the positive statements at a higher rate. For example, while the level of appreciation is 62% on the basis of those who do not see the campaign outdoors, it rises to 67% on the basis of those who see it. The highest difference between those who saw the campaign from the open air and those who did not is seen in “persuasiveness”. The average participation score of 52% for the statements of “finding the campaign believable”, “convincing”, “creating a desire to research about the product and brand after seeing the advertisement” and “creating a desire to try / buy” increases to 61% on the basis of those who see the campaign outdoors (Omojola, 2020).

Outdoor advertising tools have gained an indispensable place in people's lives with their visual size and effectiveness, by using the outdoor spaces that the people (consumers) use most in their daily life. Outdoor advertisements, which are among the advertising mediums, as the name suggests, include advertisements outside of indoor spaces. Outdoor advertising, which is developing rapidly today, has an important place especially in terms of target consumers being in contact with the advertised goods, services or brands throughout the day. When considered in terms of local advertising campaigns, outdoor advertisements are the main medium. In particular, positioning the advertising units close to the shopping points where the consumers are dense in order to ensure easy access to the target audience increases the effect of outdoor advertisements (Boştina-Bratu, Bianca; Boştina-Bratu, Simona; Negoescu, Alina Gabriela; Palea, Lucia;, 2018).

Outdoor advertising, which includes advertisements outside of indoor spaces, is one of the oldest means of advertising. Outdoor advertising, which grows rapidly in parallel with the developing technology, will continue to be an advertising medium that challenges imagination and creativity in the future, in terms of its potential to reach large audiences and the latest technological innovations. Outdoor advertising is the third most advertising medium by advertisers after visual and print media. Today, television advertisements and their supporting radio, newspaper and magazine advertisements are not sufficient for advertisers alone. Because with the developing technology, family structure and life, social environment and business life have also changed. Now, there are more individuals who study and work in the society, the time people spend at home is decreasing, every day work, school, etc. They spend

their time outside for reasons. This situation has increased the interest in outdoor advertising. Advertisers, on the other hand, want to use all kinds of advertising media that can communicate with potential customers, and they can achieve this with outdoor advertising, which can reach large masses at low costs and keep the advertised product or service in mind by repeatedly showing it (Cronin A. M., 2008).

Outdoor advertising mediums include: road signs; wall and roof ads; advertisements placed inside and outside of public transportation vehicles such as buses, trains, and ferries; stands, stops of public transportation vehicles, pier, station, airport, etc. advertisements in venues; billboards; excavation etc. is located (Tpm, 2019).

Outdoor advertisements placed in places where shopping malls are concentrated can provide effective communication with widespread coverage, and can persuade the consumers there to buy a product or increase the sales chance of the product. outdoor advertisements in order to increase its effectiveness, the material and message to be used in the outdoor advertisement should not be lost among other advertisements. Even though the materials used in outdoor advertisements are permanent, they are generally not memorable because consumers see the advertisement while going from one place to another, waiting for a bus or minibus, etc. However, the effect of the messages can be increased even more with the use of striking short messages and slogans together (Sallam, 2011).

Outdoor advertising has some advantages and disadvantages. In particular, it has advantages such as being geographically flexible, being able to be on the move of the viewers, not seeing competing advertisements in the form of advertisements, repeatedly viewing the advertisement, the size of the advertisement and the applicability of the 100% display principle, and low cost per image. In addition to these advantages, the disadvantages are as follows: Since the majority of viewers of outdoor advertisements are on the move during the advertisement, they are limited in creating new ideas because it is necessary to reach those who watch this advertisement with very short words and a single powerful graphic. In addition, the current situation of the viewer and the precipitation, traffic density, temperature, etc. that may distract him. situations, legal restrictions enacted in order to reduce visual pollution due to the large number of signboards of the public constitute the disadvantages of outdoor advertising (Dudnikova, 2014).

Attitude towards advertisements has been defined as “the tendency to respond positively or negatively to a particular advertising stimulus during exposure to an advertisement” (MacKenzie & Lutz, 1989).

The attitude towards advertisements in general has been the subject of many studies. According to studies, consumers' attitudes towards advertisements consist of various dimensions. In most of the studies, different belief factors were used to determine consumers' attitudes towards advertisements. Bauner and Graser carried out the first academic study that revealed consumers' attitudes towards advertising in their study with a large national sample. Bauer and Greyser stated that those who have a positive attitude towards advertisements are more than those who have a negative attitude towards advertisements and that the majority of the participants think that advertisements are necessary. In addition, Bauner and Graser revealed that belief expressions used in determining attitudes towards advertisements have two dimensions as economic and social effects. In later studies, it was tried to expand the economic and social effects dimension of Bauner and Greyser and to determine the factors underlying the similarities and differences between consumers' attitudes (Bauer & Greyser, 1968). Larkin on the other hand, defined belief factors on the basis of five attitudinal dimensions (economic impact, social impact, ethical impact, personal impact, advertising regulation) (Larkin, 1977).

Pollay and Mittal determined consumers' attitudes towards advertisements according to personal benefit and socio-economic factors. According to Pollay and Mittal, the personal benefit dimension consists of product knowledge, social image, and hedonic pleasure; The socio-economic factor consists of good economy, promoting materialism, lying and corrupt values (Pollay & Mittal, 1993).

Since advertising is a very effective communication tool, consumers' attitudes towards advertising are the prerequisites for their attitudes towards the product or brand. There are many studies in the literature investigating the effect of attitude towards advertisements on purchase intention/behavior. MacKenzie; Mitchell, Olson; Shimp; Wahid and Ahmed; Gurbuz; Oh, Jeong; Saadeghvaziri, Dehdashti, Askarabad; Başgöze and Kazancı found that consumers' positive attitudes towards advertisements positively affect their purchase intentions as well as their attitudes towards brands (Akkaya , Akyol, & Gölbaşı , 2017).

Cheung and Leung used belief dimensions such as economic impact, personal impact, social impact, ethical impact and advertising regulation while determining consumer attitudes towards outdoor advertisements. In the related research, it was stated that the beliefs about the advertisement determine the general attitudes of the consumers towards the advertisement (Hofstede, 1980).

Like other advertisements, outdoor advertisements have become a part of our daily life. Outdoor advertisements that appeal to the outside lives of consumers capture them at the stop, in the vehicle, while walking, sitting, working, waiting, and convey their advertising messages. Due to the fact that outdoor advertising tools transmit messages to consumers in such a short time, companies frequently use this type of advertising tool for their campaigns, discounts, and special applications they want to announce between certain dates (Shivany, 2018).

Outdoor advertising is considered to be one of the most effective means of advertising, considering the advantages that companies provide for their products or brands, as well as for the consumer. It is generally accepted that outdoor advertisements, which have a direct effect on the consumer in the direction of "brand recognition" and "remembering", are cheaper than traditional advertising tools, but are equally or even more effective. Like other advertising tools, outdoor advertisements also affect the purchasing behaviour of consumers by creating awareness for products and brands and influencing consumer attitudes (Gürbüz & Gültekin, 2009).

Numerous studies have been conducted on outdoor advertisements, which are among the most favourite advertising mediums in the world and in Turkey in recent years. It is seen that most of the studies in the literature are carried out to measure the effectiveness of outdoor advertisements, to recognize and remember advertisements (Coleman & Osborne, 2012).

Donthu, Cherian, and Bhargava aimed to determine the factors affecting recall in their study. As a result, they concluded that the colour, position, and number of words used on the billboards were effective on recall. Willson, Back, Till, on the other hand, found that the size and visually interesting features of billboards provide brand familiarity and recognition rate (Donthu, Cherian, & Bhargava, 1993).

In the study conducted by Gürbüz in Bishkek, the capital city of Kyrgyzstan, researchers aimed to determine how billboards affect consumers and whether they have a direct impact on their purchasing decisions. According to the results, it has been revealed that billboards are a more effective advertising tool compared to advertisements published in newspapers and magazines. However, it has been concluded that billboards are not as effective on consumers as television and radio advertisements. Billboards provide partial benefits to consumers in terms of communication function. In addition, it has been revealed that billboards create awareness by creating attention and memory on consumers, but they do not affect the purchasing decision of consumers (Dianoux Christian, 2014).

In another study on outdoor advertisements, Kızılca tried to determine whether billboard advertisements at the edge of the stadium create brand awareness in consumers and concluded that billboards create brand awareness in consumers. Gülmez, Karaca, Kitapçı aimed to determine the effect of outdoor advertisements on consumers' purchasing behavior in their study in Sivas, Turkey. The findings revealed that consumers have positive opinions about outdoor advertisements. Consumers thought that outdoor advertisements were more eye-catching, creative and effective visuals due to their physical dimensions compared to other types of advertisements; At the same time, they stated that as long as outdoor advertisements do not create environmental pollution, they contribute positively to the city silhouette in terms of diversity and beauty. According to the results of the study, it has been revealed that outdoor advertisements affect consumers positively in terms of informing and persuading people. In another study on the subject, the relationship between the demographic characteristics of consumers and their purchasing decisions was tried to be measured. The findings revealed that billboard advertisements affect the purchasing decisions of consumers in terms of demographic characteristics (Gülmez, Karaca, & Kitapci, 2010).

2.2 Outdoor Advertising Tools

Advertising tools that include outdoor advertisements other than indoor areas are called outdoor advertisements. It can be said that outdoor advertising, which is one of the oldest tools of advertising, started with the writings written on the mountains and stones in the early days. You have to take a break and buy newspapers and

magazines to see the advertisement in the print media, and at least turn on your television to watch the advertisement on the television. Outdoor advertising, the only advertising medium that is exposed without any effort, differs from the others in this respect (Nguyen, 2021).

Today, we can list the outdoor advertising tools that we come across with different and striking applications in every field (from airplanes to glass surface coatings, from roads to pavements) as follows: (Williams, 2022).

- Billboards /Bigboards,
- Megalights
- Banners,
- Currency and Banners,
- Illuminated Digital Advertisements,
- Box Letters, Led Screen Advertisements and Neon Advertisements,
- Signs
- Illuminated Postings,
- Road Signs,
- Wall and Roof Advertisements,
- Stands, Public Transport Stations, Pier, Station, etc. advertisements in venues,
- Floor graphics used indoors and outdoors,
- Glass graphics,
- Excavation,
- Home board,
- Bus Ad Applications
- Fairs,
- Zeppelins,
- Rackets.

Billboards /Bigboards

Billboards; They are outdoor advertising vehicles made of iron and aluminum, positioned on roads or intersections with heavy vehicle and pedestrian traffic and widely used. While billboards are advertising / promotional units with an advertising area larger than 4.5 square meters, those with even larger advertising areas are called bigboards or megaboards (Avşar & Elden, 2014).

Megalights

Megalights placed at important points in the cities where the view is clear, while providing the target audience, carry the corporate image to the upper levels. Megalights are modern advertising spaces that can carry messages day and night, thanks to their appearance in harmony with the urban texture. As a result of the enlargement, lighting and framing of billboards with different boxes, these tools have led to the emergence of large, very high, fixed, illuminated advertising vehicles that do not have certain standards. These advertising tools are generally called megalight, in the sense of mega-light.



Figure 2.1: Megalights

Source: (en.boranreklam.com)

Defined as improved derivatives of billboards and megalights (Bmedia, 2020).

Features include:

- It provides high accessibility at local points.
- It has high visibility and impact.
- It provides the opportunity to reach the target audience with an advertising area of 8 square meters.

- Rentals are available for 6 and 12 months.

Posters

One of the most used outdoor advertising tools is banners. It has a very important position for the advertiser as a striking and conspicuous advertisement. They can have a very effective structure on the target audience by integrating short and effective messages in a way that is compatible with other items other than the word and completes the meaning.

The most important issue in posters; The legibility of the poster texts is that the poster is in a colorful and striking visual arrangement. In addition, the arrangement should not be complicated, should be understandable, and the idea on the poster should be unusual (Karaca, 2006).

Currency and Banners

Currency and banners, which are smaller in size than posters and can be used indoors and outdoors, are types of outdoor advertisements made of cloth or nylon material, mostly containing short messages, slogans and announcements (AzBanners, 2022).



Figure 2.2: Currency and Banners

Source: (www.thesignchef.com)

Illuminated Digital Advertisements

Illuminated digital advertising tools, such as billboards, which are placed in areas with heavy pedestrian and vehicle traffic, differ according to their usage areas, are modern advertising tools in which technological opportunities are used. These tools, which appear in the advertising market with their small models such as liquid screens and flowing texts, have become expensive advertisements that have become television quality images, and have become preferred especially in large squares and transition areas (Suggett, 2020).



Figure 2.3: Illuminated Digital Advertisements

Source: (www.brightgreentechnology.com)

Box Letters, Led Display Advertisements and Neon Advertisements

Led Screen Advertisements; are advertising and promotional applications made using decorative led lights. Neon Ads are; The neon tube covered with fluorescent powder emits 3 times more light than normal bulbs, and the transparent neon tube emits 5 times more light, with a life span of 80,000 hours and low energy consumption. These are extremely efficient applications for the advertising industry and lighting. Thanks to these products, no matter what kind of mechanism, the environment will be made more striking and the prestige of the product will be moved to a more effective line (Özdem, 2006).



Figure 2.4: Led Display Advertisements and Neon Advertisements

Source: (www.indiamart.com)



Figure 2.5: Box Letters

Source: (btsadvertising.ae)

Box Letters; They are advertising / promotional units consisting of letters or numbers that can be mounted separately. There are direct and indirect illuminated box letters made of stainless, aluminum, plexi, decota and neon materials.

Signs

Signs are generally used at the entrances of workplaces to write the company name, title or logo. Signs are prepared by using oil paint or different paints on wood or hair. Their important feature is that they are long-lasting and permanent advertising materials (Group, 2021).

Illuminated Ads

They are generally used to fulfill the function of signboards at night and in shopping centers as well as indoors. They are made of materials such as neon or plexiglass. Animated and different colored advertisements draw attention even from far distances at night (Speedpro, 2019).

Road Signs

The largest, most impressive standard size outdoor media application. It is used on all highways, express roads, main centers, accommodation stations, places where vehicle traffic is heavy and wide. Signs attract attention not only with their giant dimensions, but also with their openness to innovations and decorations. Its main uses are moving signs, moving to predetermined areas every sixty days to expand the market. Fixed ones, on the other hand, have a great effect during the contract process, in places with heavy traffic (Üsterman, 2009).

Wall and Roof Advertisements

In order for a wall advertisement to take place, a suitable and conspicuous wall must first be found and a contract must be signed with the relevant people for this wall. Then, a suitable composition should be applied to the wall, taking into account the structure of the wall.

Roof advertisements are located in high places where people can easily see them, especially in large squares and in a fixed way. Roof advertisements are in the same standards as billboards or in the enlarged form of billboards. It is illuminated with the help of light so that it can be seen easily at night (Martmedia, 2013).

Stands, Public Transport Stations, Pier, station etc. Ads in Places

Advertisements made with the use of illuminated signs and special station furniture at the stops where the public transport vehicles take off and on board such as ferry piers, bus stops, metro stations, and at train stations, airports, have an important place in outdoor advertising applications in recent years (Vogt, 2022).

Ground Graphics

Floor graphics, which have the characteristics of an indoor application and designed with light and sound in markets and large shopping centers, are also applied on flat

surfaces in areas such as metro stations, airports and ferry piers, and take the form of a kind of outdoor advertising application (Koder, 2014).

Glass Graphics

Covering the glass outer surfaces of buildings with a special glass graphic foil has created glass graphics as a new advertising medium and type. In addition to dressing company buildings, glass graphics also allow the windows and showcases of public transport vehicles to be dressed and turned into an advertising medium (Maloney, 2020).

Excavation

They are animated advertisements prepared in digital environment and used to attract people's attention, especially in large shopping malls or city squares. Excavations are visually similar to television, and the advertisements broadcast here do not include advertisements for a single product or service as in television, but include advertisements for many products or services (Thachuk, 2021).

Home Board

Home Board is an indoor advertising medium that is transformed into a platform with 70x100 panels mounted on the walls at the entrances (lobby) and garage exits of 740 elite buildings where Upper Socio-economic status groups live. These panels are placed in lobbies and in buildings with garage entrances, in an area that connects with the building, with a positioning that can be seen in any case. In addition, the advertisers who rent the boards can distribute sampling, brochures, inserts and coupons to 15,600 households in the buildings where the application is carried out during this period. With the Home Board application, which can also be used for one-on-one marketing purposes, direct mailing can be made to approximately 10,000 of these 15,600 households (Özdem, 2006).

Another advantage that Home Board offers to advertisers is the logistical support offered by the company. Creative channels offer logistics commitments on issues such as placing the posters on the posters on time, keeping the posters hung on the Home Board in their original condition, keeping the panels clean and tidy, detecting the damaged panels through continuous inspections and replacing them instantly.

Bus Ad Applications

Buses, one of the outdoor advertising channels, constitute a very important advertising area with large advertising spaces, being constantly on the move and carrying hundreds and thousands of passengers a day (Dujmović, Ana; Pušnik, Nace;, 2020).

Double Decker Full Coverage

It is the type of application where double-decker buses are completely covered. Partial overflow can be made on the windows. Vehicles operate on fixed lines. It is an active and active advertising medium with the largest advertising area (Zhang, Wang, & Xiong, 2017).

Single Decker Full Coverage

It is the type of application in which single-decker buses are completely covered. Partial overflow can be made on the windows. Vehicles operate on fixed lines. It is an active and active advertising medium with a large advertising space. Its features are the same as double full coating (Zhang, Wang, & Xiong, 2017).

Banner Ad

It is the form of application in which the four sides of the buses are covered in the form of belts. It targets pedestrians, drivers, and people using public transport on the routes of buses. Rentals are made for periods of 3, 6, 12 months. It is prepared by production with digital hangers and ready-made-colored foils (AzBanners, 2022).

SuperBack

It is applied to the rear of Superback single-decker buses, including windows and bumpers. It provides access to pedestrians and drivers. It is prepared with a complete digital hanger. Rentals are made for periods of 1, 3 and 6 months (Tunçel, 2018).

Magicboard

Magicboard is applied to the sides and backs of single-decker buses with/without doors as a segmented strip. Its features are the same as superback (Tunçel, 2018).

Mobilboard

Mobilboard is applied to the back of the single-decker buses, the sheet metal between the lower edge of the rear window and the bumper. It is prepared with a complete

digital hanger. A minimum of 10 rentals are made for 15 days and 1 month periods (Kobliski, 2005).

Advantages of ads on the bus:

- Buses are places of intense communication and appeal to a broad audience with transit advertising; In busy city life, drivers in shopping areas, pedestrians, and public transportation vehicles appeal to a wide audience.
- One of the most important issues for the advertiser is the size and position of the brand. Because the aim is not only to appeal to the eyes of people outside, but also to increase the visibility and memorability of the brand.
- With every point they reach, buses ensure that the desired message is in front of the target audience at the most effective times.

Fairs

Fairs are held periodically between certain dates, at regional, national and international levels, in general and income specialties (such as textiles, computers, maritime, electronics). In these fairs, companies prepare stands promoting their products and promote their products, while at the same time they keep the advertising material ready that will attract the attention of the target audience. Examples of such advertising materials are multi-vision shows, brochure catalogs, etc. advertising materials.

A regional, national or international fair prepared on various general and specialized subjects is an opportunity for thousands of people who come to visit these fairs to introduce the object being studied. In both specialized fairs and general fairs, companies not only set up stands describing their products or services, but also apply to advertising activities by attracting the attention of the target audience at these stands. During these studies, materials such as catalogs and brochures that will help advertise products or services are sometimes used. However, the point to be considered at this point is to determine the characteristics of the audience in direct proportion to the subject of the fair and its prevalence and intensify them within the framework of messages or slogans suitable for their profile. While general fairs help the public and large masses in terms of company or product promotion, specialized fairs are very important advertising media in terms of addressing the target audience

in the area where the company continues production on a specific and limited subject (Cop & Kara, 2014).

Zeppelins

The airship is a radio-controlled, powered, helium-gas, unmanned, remote-controlled, very light aircraft and a vehicle used for advertising purposes in the air (Liao & Pasternak, 2009).

Rockets (Miniboards)

Outdoor advertising vehicles known as miniboads and racket boards can carry different dimensions as 70x100 cm and 90x130 cm. Both sides of this double-sided vehicle can be used by affixing posters. It is the healthiest in terms of advertising security among outdoor advertising tools. Because the posters in advertising vehicles such as billboards and street boards can be easily destroyed due to lack of protection, while miniboads are the safest advertising tool to prevent damage to the posters since they are in an unbreakable glass frame. These advertising tools are generally preferred in wide sidewalks, medians and squares because they are small and aesthetically pleasing (Karaca, 2006).

2.3 Advantages of Outdoor Advertising

According to Oluç, outdoor advertising is an inexpensive way to advertise. Especially for advertisers who only want to buy one or two billboards, a painted billboard on an inter-regional road near an important residential area costs very high billboards, while a mini billboard installed on a busy street in the city is generally at a level that can compete with other media. Since outdoor billboards are always placed near high-traffic areas, people have a higher chance of seeing the ad. While very few people consciously pay attention to billboards, they are unconsciously aware of them. It is an effective advertising tool for announcing a new product or an interest in the product (Oluç, 1990).

2.4 Disadvantages of Outdoor Advertising

People usually do not pay special attention to billboards. In fact, people traveling by car at 90 km/h or more have less than two seconds to see a billboard and receive the message. The time allotted to the billboard in a crowded city street is only five

seconds. In general, outdoor billboards offer a very poor choice of target customers. It is uncontrollable who passes by the billboard. The only chance at customer targeting is geographically. Too much can't be said on a billboard. In fact, the only word that can be said in half a directory is the word and logo. When people are in a hurry to get to the places they are going to, they cannot spend time reading more articles. Placing a large number of different advertising notices in the busiest parts of the city creates an advertising pollution and confusion (Oluç, 1990).

2.5 From Other Measures of Outdoor Advertising Different Creativity

In general, people are exposed to outdoor advertisements while cruising in traffic where their minds are not too busy. Whether the person is the driver or the person sitting passively next to the driver, he or she is open to information and interest.

Therefore, compared to other channels, the individual has a more open mindset to perceive the message of the outdoor advertisement. Here, the open-air image and the message should also be related to the place where the advertisement was published. If a magazine ad is placed on a one-of-a-kind outdoor app or a racket, that is, if the print is small and more suited to magazine advertising, it's not very fulfilling. Therefore, while people are driving in traffic, they should carry an element that will complement the perception visually and productively. Generally, the visuals designed for the open air are suitable for this, but the opposite may also occur. Due to time constraints or budget constraints, there are outdoor applications where the advertisement of the magazine is only enlarged (Marcadent, 2016).

Therefore, they are not very suitable for the purpose. The visual must be designed in accordance with that open-air format, and when passing by vehicle or pedestrian in traffic, at that limited time, when the person is open to information, he/she must be able to perceive the message correctly and achieve the advertising purpose. Designing the visual is an important element in creativity. Before reaching the planning stage, the visual must be correct. The texts should be legible and should be perceived a short time after they are read. When the newspaper is read, if it is incomprehensible, there is a chance to read it again or to look at the footnotes. However, if the car is passing at a certain speed when exposed to an open-air message, it must be read in a short time and perceived in a very short time (Wilson, Baack, & Till, 2015).

2.6 Objectives of Outdoor Advertising

2.6.1 Artistic goals

Outdoor advertising is not a simple task to be left to the advertisers. If a working policy is not followed, especially considering its different dimensions in terms of urban life, the texture of the city may deteriorate. When the texture of the city deteriorates, the total beauty that the people living in that city can see disappears. Wasting nature means the formation network of the city in nature, its temples, important buildings in institutional areas, its positioning in the texture of the city, its side that gives people the joy of life, if aesthetics is considered, then here is what is said in outdoor and indoor advertisements, whatever product is promoted. increasing interest. Because in order to increase the interest in such things, people's commitment to life must be kept alive. If the roofs are filled with billboards, if the promotional work of art is scattered here and there in an unappealing way, the possibility of selling those books first is destroyed. If the works that have to be seen whether it is wanted or not, such as the open air, do not warm people to the style of living in a way that will create a lifestyle, the society will be predatory and wild (Öner, 2014).

2.6.2 Security and safety goals

It is a misconception that outdoor advertisements make the city ugly and cause visual pollution. E.g; Times Square is a tourist attraction with its outdoor advertisements. People go to Times Square just to see the advertisements there. If it becomes clear what can be done in the city, the issue will be resolved. When you look at the night photograph of the world from space, one of the darkest regions is Turkey. Outdoor goals include beautifying the city and creating bright streets instead of dark ones. When you look at Taksim right now, it seems like there is visual pollution, but when you go to Taksim one evening and look at it, Taksim is pitch black. From the perspective of security and safety, it can be thought that it will bring an advantage to people (Öner, 2014).

2.6.3 Goals of the city in terms of aesthetics

Outdoor advertising works, which are used to see in a wide area extending to the highways that develop along a corridor in America, are the works that make cities such as Las Vegas. It's almost a bit like stage props. These decorations carry the city

to a point. For example; When examining Los Angeles, one can witness situations that are not accepted by many architects. But these elements are the works that make that city a city. The city is unthinkable without any icons, without any signs. At that time, this city would be a very weak city. E.g; Considering the situation in Beyoğlu; There is a domestication and homogenization situation in Beyoğlu. All those signs are wooded. These are the things that undermine the diversity and colorfulness of the city. There is no need to tame the city so much. Istanbul is neither like Amsterdam nor like Los Angeles. The city must have an aesthetic atmosphere (Mikhail, 2022).

2.6.4 Human nature environmental goals

It is necessary to look at outdoor advertisements in terms of their own exchange areas. Outdoor advertisements, which have an important meaning on the scale of the city in the broadest sense, emerge as a system that ensures the city receives a proper message. Beyond this, there is an open-air 'nature environment' beyond the city on the street scale. Its perception in the city is different, its theory on the street scale is different. Whether this medium will have the right effect on the audience can be attributed to certain criteria. First of all, the local governments of the city we live in have an important relationship with this issue. Then comes the technological dimension of the business. It is very important whether the raw material, electricity and panel of the material used while using the medium are in harmony with the city. Those who will also provide this are industrial designers. This is already the plan of developed societies (Cronin A. , 2006).

Then, it is necessary to look at whether the open air medium is handled and applied within the human-environment-nature relationship. Here, too, there is a need for industrial designs that will provide a human-environment relationship and make the city smile with a modern flow. When we look at the examples abroad, it is seen that the environmental impact of the open air and the human dimension have been thought long ago. E.g; The lights used while going up the Barbaros Boulevard disturb people's eyes. Because these lights are very likely to cause an accident (Spence, 2020).

2.6.5 Goals for advertisers

Companies that have made a place for themselves with magazines, television and radio are pioneering this business with interesting designs and slogans in outdoor

advertising, which they see as an alternative medium. It gets closer to its goal of being the first remembered and felt brand when it best understands how it will succeed in attracting the attention of the consumer and works integrated in this way. While this logic alone was sufficient in the beginning, as outdoor studies and applications increase, the reality of 'clutter' on TV also emerges in the open air medium. For this reason, it is becoming more and more important to differentiate and create different approaches (Borisova & Martynova, 2017).

2.7 Reasons to Prefer Outdoor Advertising

The reason why outdoor advertising is preferred is entirely for strategic planning. This is the work done to increase the reach of the campaign in the short term. For example, when starting a campaign, tactical locations are used during its first week or second week. The goal here is to increase the visibility of the campaign very quickly, at least once. In other words, the campaign is used to support TV, radio and press campaigns in the open air (Voidoncolas, 2020).

2.7.1 Strategic preference reasons

In this sense, the open-air medium has three tasks. The first, in relation to three different uses, is tactical uses. These are generally preferred in short-term campaigns. Rackets, billboards etc. is used. A second task of tactical use is continuous campaigns. What is meant by this is sales campaigns. If you go out in the open air towards the end of the campaigns that offer promises such as "so many installments until now", the medium assumes the mission of "reminder". In other words, the consumer is told to "seize this opportunity before the campaign ends" (Başal, 1998).

2.7.2 Reasons for preference in terms of time

The second, after tactical, outdoor uses are longer-term, image-oriented outdoor uses. Walls, roofs – which are now very few – road boards, megaboards, mobile coatings can be included in this area. Their task is to ensure that they see the brand in front of the consumer in a long-term way. By long-term, they are the areas that are generally used with six-month or one-year agreements. Moreover, it can be used in addition to short-term campaigns. For example, an automotive company organizes image or sales campaigns for its products at certain times of the year. But also, outdoor venues

such as megaboards are also used as a support and of course long-term to be constantly visible (Rushton, 2020).

2.7.3 Reasons to be preferred for creativity

It is possible to divide creative outdoor uses into two. Because their purposes are different. The first method is to really make a difference. It is preferred to contribute directly to the promotion of the product. This type of use is more common abroad. For example, it was made a few years ago at the promotion of the movie Godzilla. For the promotion of the film, smashed cars were placed in various parts of London and tape was put on them. It is written on the tapes, "Attention Godzilla is passing through here". That's how the movie was introduced.

A second method is more costly but very creative uses that will attract everyone's attention. There are a few examples of these in Turkey. One of them is the gigantic washing machine placed on the exterior of a building in Tepebaşı, Beyoğlu. The purpose there is: A gigantic mechanism, of course, could not have been built to try to attract the attention of the consumer. Because the cost is very high. When going into something like this, the main goal is to get PR support in the press because of the creativity of the work. That is to raise awareness. In fact, getting people to go and see "how is it" after reading the news about it should be another goal (Lymbersky, 2008).

2.7.4 Reasons to be preferred by brands

Tactical boards are preferred for long-term use. If the brand is going to work on its image, for example, an automotive company, it prefers places with high socio-economic class and heavy vehicle traffic. After all, there will be no point in buying a board from a place that does not appeal to people. But if a place is to be bought for a textile brand, places in or near shopping centers are preferred. Every customer has different target audiences.

2.7.5 Reasons for preferred by advertisers

When outdoor advertising is considered from the point of view of advertisers, it is seen as a support medium alongside TV, radio and newspaper. It can be said that it is generally used as a support channel. There are only exceptions. There were also campaigns using the open air as the main channel and using the radio as a support. For example; Şişecam application realized in 1999 is one of them. In the case of

Şişecam, it is known from previous customer experience that outdoors works well. The summer period is usually a period when the open air offers opportunities in terms of price.

There was a campaign suggesting the use of too much soda and mineral water in the product. In the campaign, the message was given that mineral water can be drunk in the most beautiful glass packaging, in a glass bottle. There, the open air was adopted as the main medium. The result has been very positive for the advertiser and sales have increased. What was important there was that mineral water companies ordered as many bottles as possible and they achieved their goals (Başal, 1998).

2.8 Costumer Responses

There are many studies proving that consumers respond to outdoor advertisements. In fact, when we look at outdoor advertising, it is not surprising that consumers respond to such marketing strategies, given the average consumer interest in this type of media, how often they view it, and their positive interactions with brands.

It is believed that over 60% of consumers respond positively or negatively to outdoor advertising. For example, visiting the advertised business or office, viewing a product or visiting a store to inquire about a special offer, or visiting a website featured in an outdoor advertisement, chatting about that advertisement, recommending a brand, etc. As another example, another consumer may watch a television program suggested by the outdoor advertisement or call the telephone number provided by an advertisement (Batra & Keller, 2016).

Outdoor advertising has a greater impact on the consumer than is thought. Outdoor advertising environments have the feature of capturing the consumer at any time of the day and at any time. When the target audience is stuck on their way to work, school, shopping, waiting for the bus, in their private vehicle or on the bus in heavy traffic, they may encounter advertisements in outdoor advertisements for a short time and may show interest in these advertisements. It is not always easy to draw the attention of the target audience to the advertisement and therefore to the product in a certain direction and to direct the target audience towards a desired behaviour. For this reason, advertisers have to offer new products and channels that are better than the previous one, by using their creativity and following innovations, in order to

prepare an advertisement content that will respond to the wishes and needs of the consumer and activate him (Elden, Müge; Yurdakul, Nilay; Topsümer, Füsün, 2008).

It is not always easy to draw the attention of the target audience to the advertisement and therefore to the product in a certain direction and to direct the target audience towards a desired behaviour. For this reason, advertisers have to offer new products and channels that are better than the previous one, by using their creativity and following innovations, in order to prepare an advertisement content that will respond to the wishes and needs of the consumer and activate him. The fact that outdoor advertising has many different dimensions and has a significant effect on consumer perception arising from this feature. The location of outdoor advertisements is also important. Getting good results from advertising campaigns is possible by determining the right places to convey the advertising message to the target audience. Outdoor advertisements placed in places near road junctions, streets with heavy vehicle and pedestrian traffic, corners, squares, shopping centers and placed in places where the consumers of the products and services promoted are mostly located, are highly effective on consumer decisions (Elden, Müge, 2011).

2.9 Familiarity With Outdoor Advertising

Outdoor advertising, also known as out-of-home advertising, is advertising that reaches consumers when they are outside their homes. Advertising seems to follow consumers wherever they go – in supermarket shopping carts, in sports arenas, and in health clubs. They can be high-tech – think digital – or low tech – think personal-computer generated mini-posters offering dog-walking services pinned to a coffee shop bulletin board.

The main subject of the research is outdoor advertising which is likewise known as out-of-home advertising. If we explain clearly, advertising is a form of connection for promotion and used to motivate, convince, or function viewers, visitors, or listeners to proceed or take some new promotion activity. Most apparently, the preferred outcome of advertising is to drive customer activities with regard to an experienced offering, although governmental and ideological advertising is also typical (Amjad, 2015).

Outdoor advertising delivers marketing advertising messages to consumers. There are different types of outdoor ads 68% of consumers claim their purchasing decisions are made while in the car, thousands of ads are trying to reach people digitally. Still, they are not paying attention to any of them, and that is because of advertising fatigue. We're constantly staring into screens, making the best place to advertise. Outdoor advertising is an IRL experience. Pretty rare nowadays, especially if we consider the terms of advertising (Nguyen, 2021).

Outdoor advertising is a form of advertising strategy that enables companies to promote their businesses through outdoor means; the study's main research question is "Beliefs, Attitudes, and Consumer Responses Toward Outdoor Advertising in Saudi Arabia."

According to Xiaojing Suning Wang study that discusses "Familiarity, Beliefs, Attitudes, and Consumer Responses Toward Online Advertising in China and the United States" that investigated the relationships among consumers familiarity diverting, beliefs about advertising effectiveness, attitudes, and consumer responses around the United States and China. Results indicated that closeness was an absolute predictor of online shopping but not a significant predictor of persuasion. Familiarity was a positive predictor of effectiveness for Chinese consumers but not a significant predictor of online shopping. Familiarity did not influence any belief factors in the U.S. sample but emerged as a significant predictor of all five belief factors in the Chinese sample. For both models, attitudes toward online advertising (ATOA) positively predicted persuasion, which by default positively predicted online shopping. Multiple group comparisons further showed that the influence of ATOA on effectiveness for U.S. consumers was stronger than that for Chinese consumers, the research is going to be as the same path that this study made with, applying it on outdoor advertising at both countries Saudi Arabia and turkey , according to the different type of society in both countries, the responses vary, depending on the variety the analyzing will took place and a full strategy to solve the problems that interfacing the outdoor ads will be made (Sun & Wang, 2010).

2.10 Outdoor Advertising in Saudi Arabia

Outdoor advertising has so far been treated disrespectfully by the advertising industry. Today, the outdoors counts a lot among the major media - print and

television - not in terms of size or growth rate, but in terms of mass impact and innovation. This global trend has even become evident in the Persian Gulf countries, particularly the UAE and Saudi Arabia. "Outdoor is often defined as the final broadcast medium, in the sense that other media reach audiences when they see their audiences being more and more fragmented every day," explains Nadim Samara, planner at OMD Arabia in Jeddah. Increasing levels of creativity are starting to make the medium more and more attractive to advertisers. According to Peter Smith, managing director of Optimedia, Riyadh, one of the main reasons for the relatively more significant growth outdoors is that the media has become more fragmented and advertisers looking to reach mass audiences have become more difficult. Outdoors provides fast coverage and an excellent opportunity to build excellent frequency. An intense activity is seen when you visit the Gulf cities. "From advertisements for toilets in the United Arab Emirates to huge pedestrian bridges in Saudi Arabia, there has been an explosion in the number and types of circuits available in the region lately. Today, everything from taxis to buses and even airport buildings can be branded." All these activities on the outdoor front are happening because of the positive mood in the advertising industry this year. This is partly due to the explosive growth of the retail industry. The Middle East's retail industry is evolving rapidly as industry analysts predict the regional market will exceed \$500 billion by 2010 (Thoniel, 2008).

3. METHODOLOGY

3.1 Aims and Objectives

The aim of the study is to understand consumer beliefs, attitudes, and responses toward outdoor advertising such as billboards, bus benches, and transit advertising in Saudi consumer products markets. Base on the aim of the study objectives as follows:

- Understanding how Saudi Arabian costumers familiar with outdoor advertising?
- Exploring of Saudi Arabian beliefs toward outdoor advertising.
- Exploring of Saudi Arabian attitudes toward outdoor advertising.
- Revealing how consumers responses are affected by beliefs and attitudes toward outdoor advertising in Saudi Arabia.

3.2 Research Type

The research type is essentially causal; however, the study also includes descriptive aspects.

3.3 Research Model and Hypothesis

The model of the study includes Beliefs Toward Outdoor Advertising is in the role of independent variable, Attitude Toward Outdoor Advertising is mediator variable, and Consumer Responses plays dependent variable role in the model.



Figure 3.1: Research Model

Based on the research model, the following hypotheses were developed;

H1.1: Beliefs toward outdoor advertising has an impact on the attitudes toward outdoor advertising.

H2.1: Attitudes toward outdoor advertising has an impact on consumer responses.

H3.1: Beliefs toward outdoor advertising has an impact on consumer responses.

H4.1: Customer beliefs toward outdoor advertising has an impact on consumer responses through the attitudes toward outdoor advertising.

3.4 Measures

The variables and how they were measured as follows. The variables of the study involves familiarity with outdoor advertising, beliefs toward outdoor advertising, attitude toward outdoor advertising and consumer responses.

3.4.1 Familiarity with outdoor advertising

In the present study, familiarity was measured by the item “How familiar are you with outdoor advertising?”. Responses measured based on a 5-point Likert type scale ranging from 1 (not familiar) to 5 (very familiar) by (Sun & Wang, 2010).

3.4.2 Beliefs toward outdoor advertising

To measure the beliefs of participants toward outdoor advertising, a 15-item scale was adapted from previous studies by (Pollay & Mittal, 1993), (Sun & Wang, 2010) and (Yang, 2004). Responses were measured on a 5-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”).

3.4.3 Attitudes toward outdoor advertising

Five items were used to measure attitudes toward outdoor advertising on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) by (Sun & Wang, 2010). “In general, I think that outdoor advertising increases the cost of products”; “Overall, I consider outdoor advertising a good thing”; “Overall, I like outdoor advertising”; “I consider outdoor advertising very essential”; and “I would describe my overall attitude toward outdoor advertising very favourably.” The mean of the five items served as an index of attitudes toward outdoor advertising. The

higher the index score, the more positive attitude one holds toward outdoor advertising.

3.4.4 Consumer responses toward outdoor advertising

Consumer responses toward outdoor advertising were conceptualized as a combination of persuasion and purchase intention toward outdoor advertising. To assess the perceived persuasiveness of the targeted ad, we used a three-item scale derived from Fransen and Fennis (2014) rating the extent to which participants evaluated the outdoor advertisement to be convincing, reliable, and effective. The response options ranged from 1 (strongly disagree) to 5 (strongly agree). “In my opinion, overall, outdoor advertising is convincing.”; “In my opinion, outdoor advertising is a reliable source of information.”; “In my opinion, outdoor advertising is effective.” (Fransen, Marieke L.; Fennis, Bob M., 2014).

For the purchase intention, we used a three-item, 5-point scale measuring the self-reported likelihood that a consumer will purchase a product based upon the information he/she has seen on outdoor advertising outlets. The scale was developed by Burton, Garretson, and Velliquette (1999). The scale items were; “Would you be more likely or less likely to purchase the product shown on outdoor advertising outlets?”; the response options ranged from 1 (more likely) to (less likely), “How probable is it that you would consider the purchase of the product shown on outdoor advertising outlets?”; the response options ranged from 1 (very probable) to (not probable), “How likely would you be to purchase the product shown on outdoor advertising outlets?” the response options ranged from 1 (very likely) to (very unlikely). Regarding the reliability, in the work by Burton, Garretson, and Velliquette (1999), an alpha of .89 was reported for the scale (Burton, Scot; Garretson, Judith A.; Velliquette, Anne M., 1999).

3.5 Data Sources

Regarding population, this study focused on all retail consumers older than 15-year-old in Saudi Arabia. Sampling method was non-probability convenience sampling, and the target sample size was 200 due to the limited time and resources. Overall, a total of 213 sample was collected. And 16 of them were excluded from data analysis, because of a large amount of missing data. Finally, a total of 197 questionnaires were

subjected to data analysis. Survey answers were collected between 12.06.2022 and 25.07.2022.

3.6 Data Collection Methods

An online survey based on close-ended questions was applied. The questionnaire included 30 questions, and an average participant was able to complete it within 3 to 4 mins. The questionnaire was distributed over the internet and social media. WhatsApp groups, Snapchat and Instagram were used as applications.

The questionnaire was presented in English language.

3.7 Data Analysis Methods

As for data analysis, IBM SPSS v28 was used. In order to expand the perspective of examining and supervising the collected information, the SPSS program was used to examine the four variables, familiarity with outdoor advertising (FAM), belief toward outdoor advertising (BTOA), attitude toward outdoor advertising (ATOA), and consumer responses (CR).

First, a descriptive and frequency analysis was performed on the demographics of the participants, including age, gender, and educational background, to determine the total mean of each and how dispersed the data is around the mean. Secondly, normality checks were performed. The variables were then examined using Kolmogorov-Smirnov analysis to determine whether or not they show a normal distribution. The following step was the variables subjected to a factor analysis to determine how closely related they were to one another and whether they might be distilled into fewer factors. After that, the data was then analysed using correlation analysis to determine the strength and direction of the linear relationship between the variables. Finally, using an add-on called PROCESS v4, a mediation analysis based on linear regression was performed. Model 4 was chosen to monitor the mediating effect (the indirect effect) on the direct effect of the independent variable on the dependent variable (effect size was also accounted for).

3.8 Results

The Results section started with descriptive statistics like frequencies, means, and percentages to reveal the demographic characteristics of the participants. Later, normality checks were made. Upon that, factor, reliability, correlation and regression analyses were sequentially conducted.

3.8.1 Descriptive Statistics

In the scope of descriptive statistics to reveal the demographic characteristics of the participants, age, gender and educational background were investigated. Findings on Demographic Characteristics as follows;

Table 3.1: Distribution of Participants by Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	74	37.6	37.6	37.6
	Male	123	62.4	62.4	100.0
	Total	197	100.0	100.0	

Regarding the gender distribution of the participants, 37.6% (74) were female and were 62.4% (123) male.

Table 3.2: Distribution of Participants by Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-17	17	8.6	8.6	8.6
	18-24	43	21.8	21.8	30.5
	25-34	77	39.1	39.1	69.5
	35-49	56	28.4	28.4	98.0
	50+	4	2.0	2.0	100.0
	Total	197	100.0	100.0	

Participants by age 8.6% (17 people) 15-17 years old, 21.8% (43 people) 18-24 years old, 39.1% (77 people) 25-34 years old, 28.4% (56 people) 35-49 years old, 2% (4 Persons) Distributed as 50 years old and above.

Table 3.3: Distribution of Participants by Educational Background

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	107	54.3	54.3	54.3
	Doctorate Degree	6	3.0	3.0	57.4
	Highschool Graduate	40	20.3	20.3	77.7
	Master's Degree	27	13.7	13.7	91.4
	Primary Graduate	17	8.6	8.6	100.0
	Total	197	100.0	100.0	

Participants were distributed as 54.3% Bachelor's Degree, 3% Doctorate Degree, 20.3% Highschool Graduate, 13.7% Master's Degree, 8.6% Primary Graduate, according to their educational background.

Results demonstrated that Saudi consumers on average were (27.9% $M= 2.82$ $S=.98$) very familiar with outdoor advertising.

In addition to demographic parameters, familiarity of participants to the outdoor advertising were asked. Saudi participants reported that they were moderately familiar (17.3%) with outdoor advertising. Saudi consumers consider purchasing the product shown on outdoor advertising outlets.

Moreover, the probability of purchasing the product displayed in outdoor advertising channels was also asked to the participants. And results showed a high rate of participants i.e., 43.7%, were reported that the outdoor advertising may have an impact on their purchasing probability.

3.8.2 Normality Checks

Since the number of participants was more than 50, the researcher relied on Kolmogorov-Smirnov test of normality (Durmuş et al., 2011). Since Kolmogorov-Smirnov test statistics for customer responses, attitudes toward outdoor advertising, and beliefs toward outdoor advertising were significant, the data was considered not to be normally distributed. The Kolmogorov-Smirnoff test of normality results are presented in the Table 3.4, 3.5 and 3.6.

Table 3.4: Normality of Customer Responses

Tests of Normality						
	Kolmogorov-Smirnov^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Customer Responses	.202	196	.000	.912	196	.000

a. Lilliefors Significance Correction

Table 3.5: Normality of Attitude Toward Outdoor Advertising

	Kolmogorov-Smirnov^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Attitude Toward Outdoor Advertising	.109	195	.000	.971	195	.000

a. Lilliefors Significance Correction

Table 3.6: Normality of Belief Toward Outdoor Advertising

	Kolmogorov-Smirnov^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
Information	.191	195	.000	.916	195	.000
Entertainment	.208	195	.000	.905	195	.000
Credibility	.203	195	.000	.921	195	.000
Economy	.194	195	.000	.914	195	.000
Value	.216	195	.000	.884	195	.000

a. Lilliefors Significance Correction

However, according to the criteria that variables with skewness and kurtosis values between -1 and +1 are appropriate for parametric analyses (George and Mallery, 2019), customer responses, attitudes toward outdoor advertising, and beliefs toward outdoor advertising variables were considered suitable for parametric analyses.

Table 3.7: Skewness – Kurtosis Statistics of All variables

		Statistic	Std. Error
Information	Skewness	-.651	.174
	Kurtosis	.878	.346
Entertainment	Skewness	-.407	.174
	Kurtosis	-.249	.346
Credibility	Skewness	-.430	.174
	Kurtosis	.241	.346
Economy	Skewness	-.489	.174
	Kurtosis	.037	.346
Value	Skewness	.670	.174

	Kurtosis	-.222	.346
Customer Responses	Skewness	-.936	.174
	Kurtosis	.697	.346

		Statistic	Std. Error
Attitude Toward Outdoor Advertising	Skewness	-.404	.174
	Kurtosis	.292	.346

3.8.3 Factor and reliability analyses

Initially, a factorability examination was conducted for beliefs toward outdoor advertising (BTOA), attitude toward outdoor advertising (ATOA), and consumer responses (CR) items. Principal component analysis with orthogonal rotation (varimax) was conducted to examine the underlying structure of those 26 items of total variables. Several well-recognized criteria for the factorability of correlation were used. KMO test of Measure of Sampling Adequacy (MSA) indicates the tendency of conducting a factor analysis. KMO value was above the recommended value of (.80), which also indicates that the partial correlation of the total 26 items is meritorious.

3.8.3.1 Beliefs toward outdoor advertising

A principal component analysis (PCA) was conducted on the 15 items with orthogonal rotation (varimax). The Kaiser–Meyer–Olkin measure verified the sampling adequacy for the analysis, KMO = .884 (‘superb’ according to Field, 2009), and all KMO values for individual (MSA) items were well above the acceptable limit of .5 (Field, 2009). Bartlett’s test of sphericity $\chi^2 (105) = 2955.454, p < .001$, indicated that correlations between items were sufficiently large for PCA. An initial analysis was run to obtain eigenvalues for each component in the data. Three components had eigenvalues over Kaiser’s criterion of 1, which was not consistent with the original factor structure of the BTOA variable. When the rotated factor solution was examined, the researcher couldn’t reach a meaningful factor structure (see appendices for the rotated factor solutions), that’s why the researcher based the factor structure of BTOA on the theoretical structure by the work of (Sun & Wang, 2010). The dimensional structure and reliability scores of BTOA can be seen in the following table:

Table 3.8: Dimensional Structure Of Beliefs Toward Outdoor Advertising

Dimensions	Items	Reliability (Cronbach's alpha)
Information	BTOA1-Outdoor advertising is a good source of product/service information. BTOA2-Outdoor advertising supplies relevant information. BTOA3-Outdoor advertising provides timely information.	.90
Entertainment	BTOA7-Outdoor advertising is entertaining. BTOA8-Outdoor advertising is enjoyable. BTOA9-Outdoor advertising is pleasing. BTOA10-Outdoor advertising is interesting.	.91
Credibility	BTOA5-Outdoor advertising is credible. BTOA6-Outdoor advertising is trustworthy. BTOA7-Outdoor advertising is believable.	.96
Economy	BTOA11-Has positive effects on the economy. BTOA12-Raises our standard of living BTOA13-Results in better products for the public.	.86
Value	BTOA14-Outdoor advertising promotes undesirable values in our society. BTOA15-Outdoor advertising distorts the values of youth.	.92

The reliability analyses of the data obtained from the beliefs, attitude and consumer behaviour scale were examined with the Cronbach's Alpha test as a result of the analysis of beliefs items of information factor it was determined that the reliability coefficients of all dimensions were highly reliable (greater than .80 according to Field 2009).

3.8.3.2 Attitude toward outdoor advertising

A principal component analysis (PCA) was conducted on the 5 items with orthogonal rotation (varimax). The Kaiser–Meyer–Olkin measure verified the sampling adequacy for the analysis, KMO = .849 ('superb' according to Field, 2009), and all KMO values for individual items (MSA.s) were well above the acceptable limit of .5 (Field, 2009). Bartlett's test of sphericity $\chi^2(10) = 719.335$, $p < .001$, indicated that correlations between items were sufficiently large for PCA. An initial analysis was run to obtain eigenvalues for each component in the data. 1 component had

eigenvalues over Kaiser’s criterion of 1 and in combination explained 68.871 % of the variance. Since one component was extracted, no factor loadings were presented by SPSS. Table 3.9 shows the factor items and reliability coefficient.

However, since five ATOA items’ Cronbach’s Alpha results together were .671 (lower than the threshold of .80 according to Field, 2009), the researcher excluded the ATOA1 item and repeated the analysis. The new Cronbach's alpha result was .936. Accordingly, the ATOA factor was formed with compute command using the ATOA2, ATOA3, ATOA4, ATOA5 items.

Table 3.9: Dimensional Structure of Attitude Toward Outdoor Advertising

Dimension	Items	Reliability (Cronbach’s alpha)
Attitude toward outdoor advertising (ATOA)	ATOA1-In general, I think that outdoor advertising increases the cost of products. ATOA2-Overall, I consider outdoor advertising a good thing. ATOA3-Overall, I like outdoor advertising. ATOA4-I consider outdoor advertising very essential. ATOA5-I would describe my overall attitude toward outdoor advertising very favourably.	.936

Customer responses

A principal component analysis (PCA) was conducted on the 5 items with orthogonal rotation (varimax). The Kaiser–Meyer–Olkin measure verified the sampling adequacy for the analysis, KMO = .871 (‘superb’ according to Field, 2009), and all KMO values for individual items (MSA.s) were well above the acceptable limit of .5 (Field, 2009). Bartlett’s test of sphericity $\chi^2 (15) = 780.427, p < .001$, indicated that correlations between items were sufficiently large for PCA. An initial analysis was run to obtain eigenvalues for each component in the data. 1 component had eigenvalues over Kaiser’s criterion of 1 and in combination explained 67.854 % of the variance. Since one component was extracted, no factor loadings were presented by SPSS. Table 3.10 shows the factor items and reliability coefficient.

However, since six CR items’ Cronbach’s Alpha results together were .625 (lower than the threshold of .80 according to Field, 2009), the researcher excluded the CR4 item and repeated the analysis. The new Cronbach's alpha result was .915.

Accordingly, the CR factor was formed with compute command using the CR1, CR2, CR3, CR5, CR6 items.

Table 3.10: Dimensional Structure of Costumer Responses

Dimension	Items	Reliability (Cronbach's alpha)
Costumer Responses (CR)	CR1-In my opinion, overall, outdoor advertising is convincing. CR2-In my opinion, outdoor advertising is a reliable source of information. CR3-In my opinion, outdoor advertising is effective. CR4-Would you be more likely or less likely to purchase the product shown on outdoor advertising outlets? CR5-How probable is it that you would consider the purchase of the product shown on outdoor advertising outlets? CR6-How likely would you be to purchase the product shown on outdoor advertising outlets?	.915

3.8.4 Correlation analyses

A Pearson correlation analyses to check the dimensions of beliefs toward outdoor advertising (BTOA), attitude toward outdoor advertising (ATOA), and customer responses (CR).

Table 3.11: Correlations Among the Dimension Value, ATOA and CR

		Information	Entertainment	Credibility	Economy	Value	Attitude Toward Outdoor Advertising	Customer Responses
Information	Pearson Correlation	1	.581**	.748**	.583**	-.311**	.708**	.707**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	197	197	197	195	197	195	196
Entertainment	Pearson Correlation	.581**	1	.626**	.717**	-.360**	.628**	.609**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	197	197	197	195	197	195	196
Credibility	Pearson Correlation	.748**	.626**	1	.593**	-.331**	.710**	.740**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	197	197	197	195	197	195	196

Table 3.11: (Cont.) Correlations Among the Dimension Value, ATOA and CR

		Information	Entertainment	Credibility	Economy	Value	Attitude Toward Outdoor Advertising	Customer Responses
Economy	Pearson Correlation	.583**	.717**	.593**	1	-.348**	.652**	.687**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	195	195	195	195	195	193	194
Value	Pearson Correlation	-.311**	-.360**	-.331**	-.348**	1	-.386**	-.357**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	197	197	197	195	197	195	196
Attitude Toward Outdoor Advertising	Pearson Correlation	.708**	.628**	.710**	.652**	-.386**	1	.867**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	195	195	195	193	195	195	194
Customer Responses	Pearson Correlation	.707**	.609**	.740**	.687**	-.357**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	196	196	196	194	196	194	196

** . Correlation is significant at the 0.01 level (2-tailed).

There was a weak, negative correlation between the value dimension of the belief factor and the ATOA factors, however the relationship was significant. Rest of the belief dimensions shared moderate correlation with ATOA variables.

- The information dimension had a moderate relationship with the ATOA variables.
- ATOA had a moderate correlation with the entertainment dimension.
- Finally, the credibility dimension had a moderate correlation with ATOA variables, and the economy dimension had a moderate correlation with ATOA variables as well.

Once again, the value dimension of the belief factor shared negative and weak correlation with CR variables, but rest of the belief dimensions shared moderate correlation with CR variables.

ATOA had a significant, strong, and positive correlation with CR ($r = .867$, $p = .000$).

3.8.5 Regression analyses

For mediation models, an add-on called PROCESS v4 was used to analyse the mediation effect of BTOA on CR with ATOA as a mediator. Model 4 is the most convenient for our study model, to study the linear regression by adding one or more variables into the regression equation. Direct and indirect, total effects were tested based on the model. That is, possible direct effect of the independent variable (predictor) BTOA on the dependent variable (outcome) CR, as well as possible indirect effect by the ATOA at the mediator variable were tested by a series of linear regression analyses.

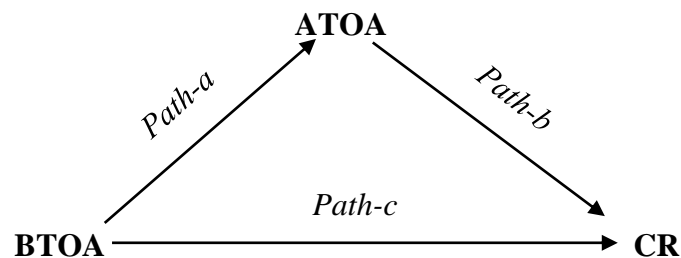
Mediation Regression Analysis

Establishing a mediation model requires three conditions to be fulfilled (Baron and Kenny,1986; Judd and Kenny,1981; James and Brett,1984):

1-The predictor (independent) BTOA has a direct impact on ATOA (mediator):
(*path-a*)

2-The mediator ATOA has a direct impact on CR (outcome): (*path-b*)

3-The predictor (independent) BTOA has a direct impact on CR (outcome):
(*path-c*)



In order to test the model and verify the relationships between variables that denoted, i.e. by path-a, path-b and path-c, the researcher tested each hypotheses of the study.

H1.1: Customer beliefs toward outdoor advertising (BTOA) has an impact on the attitudes toward outdoor advertising (ATOA).

To test the direct effect BTAO on the ATOA variable the researcher conducted a linear regression. The model summary showed that, the model was significant in total, and the dependent variable was able to explain changes in the variance of dependent variable at the level of %49.43 ($p = .000 < .05$, $F = 185.7348$, $R = .7031$,

R²=.4943). Table 3.12 shows the parameters regarding model summary and regression coefficients.

Table 3.12: Linear Regression between BTOA and ATOA

	Independent Variables	Coeff.	se	t	P	LLCI	ULCI
Model 1 R ² : 0.032 F: 2,186 p: 0.091	(Constant)	.3028	.2755	1.0992	.2731	-.2406	.8461
	BTOA	1.0469*	.0768	13.6285	.000	.8954	1.1985
a. Dependent Variable: ATOA. b. Independent: BTOA *Coefficient is significant at the 0.05 level.							

When the regression coefficients (β) were examined, BTOA indicated a positive significant effect on ATOA ($\beta = 1.0469$, $p = .000 < .05$, LLCI = .8954, ULCI = 1.1985). Therefore, the **H1** hypothesis was **accepted**.

H2.1: Attitudes toward outdoor advertising (ATOA) has an impact on consumer responses (CR) and H3.1: Beliefs toward outdoor advertising (BTOA) has an impact on consumer responses (CR).

To test the direct effect BTAO and ATOA on the CR variable the researcher applied a linear regression. The model summary indicated that, the model was significant in total, and the dependent variable was able to explain changes in the variance of dependent variable at the level of %78.42 ($p = .000 < .05$, $F = 343.3673$, $R = .8855$, $R^2 = .7842$). Table 13 indicated the parameters regarding model summary and regression coefficients.

Table 3.13: Linear Regression between BTOA, ATOA and CR

	Independent Variables	Coeff.	se	t	P	LLCI	ULCI
Model 1 R ² : 0.032 F: 2,186 p: 0.091	(Constant)	-.3952	.1894	-2.0867	.0383	-.7687	-.0216
	BTOA	.3744*	.0740	5.0568	.000	.2283	.5204
	ATOA	.7323*	.0497	14.7295	.000	.6342	.8304
a. Dependent Variable: CR b. Independent: BTOA, ATOA *Coefficient is significant at the 0.05 level.							

When the regression coefficients (β) were examined, each of the BTOA ($\beta = .3744$, $p = .000 < .05$, LLCI = .2283, ULCI = .6342) and ATOA ($\beta = .7323$, ULCI = .5204,

ULCI=.8304) variables indicated positive and significant effects on CR. Therefore, the **H2** and **H3** hypothesis were **accepted**.

H4.1: Beliefs toward outdoor advertising (BTOA) has an impact on consumer responses (CR) through the attitudes toward outdoor advertising.

To check the indirect effect of BTOA on CR, total, direct and indirect effects of the mediation model was investigated. The mediation model was significant ($p = .000 < .05$, $F = 343.3673$, $R = .8855$, $R^2 = .7842$).

Since the **indirect effect in the model was significant** (Ind. Effect=.7667, BootLLCI=.6051, BootLUCI=.9403), the researcher deduced that the ATOA mediates the effect of BTOA on CR, based on this knowledge **H4** was **accepted**.

Table 3.14: Linear Regression: Direct Effect of BTOA on CR

Model Summary						
R	R ²	MES	F	Df1	Df2	p
.7324	.5364	.2690	219.8703	1.0000	190.0000	.0000
Total of Direct Effect of CR on BTOA (path-c)						
	Effect	se	T	p	LLCI	ULCI
BTOA	1.1410	.0770	14.8280	.0000	.9892	1.2928

Table 3.15: Mediation Regression Analysis of CR on BTOA with ATOA as Mediator

Variables	Coeff	R	R ²	t	LLCI	ULCI	P
Step-1: Direct Effect of BTOA on ATOA							
BTOA	.3744			.2283		.5204	
Step-2: Direct Effect of BTOA on CR							
BTOA	1.1410	.7324	.5364	14.8280	.9892	1.2928	.0000
Step-3: Indirect Effect of BTOA on CR (With ATOA as a Mediator)							
ATOA	.7667			.6051		.9403	

- a. Dependent Variable: CR
 b. Independent Variable: BTOA
 c. Mediator: ATOA
 d. Significant regression at $< .05$

However, the total and direct effect were also significant $p = .000$

4. CONCLUSION AND DISCUSSION

4.1 Conclusion

To sum up, the statistical indications have succeeded in proving the hypotheses presented in this research. In addition to demographic parameters, familiarity of participants to the outdoor advertising were asked. Saudi participants reported that they were moderately familiar (17.3%) with outdoor advertising. Moreover, the probability of purchasing the product displayed in outdoor advertising channels was also asked to the participants. And results showed a high rate of participants i.e., 43.7%, were reported that the outdoor advertising may have an impact on their purchasing probability.

After the statistical analysis by SPSS and the add-on PROCESS v4 macro, we were able to positively verify all the hypotheses put forward in this research, and they are as follows:

H1.1: Beliefs toward outdoor advertising has an impact on the attitudes toward outdoor advertising.

H2.1: Attitudes toward outdoor advertising has an impact on consumer responses.

H3.1: Beliefs toward outdoor advertising has an impact on consumer responses.

H4.1: Customer beliefs toward outdoor advertising has an impact on consumer responses through the attitudes toward outdoor advertising.

4.2 Discussion

Overall, and after proving the previous hypotheses, the main question of this research was answered (What is the Beliefs, Attitudes, and Consumer Responses Toward Outdoor Advertising in Saudi Arabia?), along with, the objectives of the research were achieved with success. The research aims to shed light on the role of belief, attitudes and consumer responses toward outdoor advertising. The statistical significance proved the existence of an effective role and a direct impact of the belief

toward outdoor advertising and the attitude toward outdoor advertising, separately, on the overall performance of CR. Also, the variable ATOA in the role of mediator succeeded positively in the indirect influence relationship between the BTOA and CR performance, and it showed an efficient size effect paving the way for other studies to know the relationship between the ATOA and CR under different conditions and or specific sectors that depend entirely on the base attitudes.

By examining the Saudi Arabian region, we can observe that consumers' behaviours, attitudes and beliefs about outdoor advertisements have a clear influence on purchasing. With the development of technology, however, their traditional attitudes reveal the tendency to view outdoor advertisements positively. Considering the factors of belief (value dimension excluded), we can say that in general, the attitudes of Saudi consumers towards outdoor advertisements are more open and positive than negative.

In table 10, the data suggested that there is a positive significant correlation between the dimensions of beliefs toward outdoor advertising (BTOA), attitude toward outdoor advertising (ATOA), and customer responses (CR) except the dimensions of Value.

Initially, this paper suggested a mediation model study of the attitude toward outdoor advertising as a mediator between the indirect effect between beliefs toward outdoor advertising and consumer responses. Using SPSS and add-on PROCESS v4 macro (model 4, the results showed a positive impact of ATOA on the direct effect of BTOA and CR. The previous statement was proven when the three variables succeeded in establishing the mediation model (Baron and Kenny,1986; Judd and Kenny,1981; James and Brett,1984). Therefore, the data has answered the main question of this paper:

“What is the Beliefs, Attitudes, and Consumer Responses Toward Outdoor Advertising in Saudi Arabia?”

4.3 Limitations

- An online questionnaire was created due to the difficulty of being present in the country chosen for the study, the Kingdom of Saudi Arabia.

- Because of this complication, the target sample size couldn't be achieved. Since only 197 responses were collected after sending 217 questionnaires, and there was limited accessibility to get the graphic scope of participants, it might be argued whether the sample is random or not.

4.4 Recommendations

The study explores the relationships among familiarity, beliefs, attitudes, and consumer responses toward outdoor advertising in Saudi Arabia. Research findings may help enhance the understanding of attitude toward outdoor advertising and offer valuable information to global marketers. When attitude is accepted as one of the most important factors that shape human behavior, the effect of advertising attitude on consumers' purchasing behaviour can be explained by the relationship between attitude and behaviour (Fishbein & Ajzen, 1975). Based on the findings obtained as a result of the study, the fact that dimension of belief are effective on purchasing intention while determining consumer attitudes towards outdoor advertisements necessitates that advertisers should consider these dimensions when preparing their advertising campaigns.

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APPENDICES

Appendix1: Questionnaire

Dear Participants, I am inviting you to participate in this research by completing the following survey. This research investigates the Beliefs, Attitudes, and Consumer Responses Toward Outdoor Advertising in Saudi Arabia. Outdoor advertising is anything that advertises your business, event or product outdoors can be classed as outdoor advertising. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of your own brick-and-mortar location. I will appreciate if you could complete the following table. Thank you for taking the time to assist me with this research. Under no circumstances are you obliged to answer any of the questions; however, doing so will greatly assist me in completing my research and enhancing the understanding of this research focus. The data collected will remain confidential and used solely for academic purposes.

Instruction: Please answer the following sections based on the following scale:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

1- Beliefs Toward Outdoor Advertising

Information

No	Statements	1	2	3	4	5
1	Outdoor advertising is a good source of product/service information.					
2	Outdoor advertising supplies relevant information.					
3	Outdoor advertising provides timely information.					

Credibility

No	Statements	1	2	3	4	5
1	Outdoor advertising is credible.					
2	Outdoor advertising is trustworthy.					
3	Outdoor advertising is believable.					

Entertainment

No	Statements	1	2	3	4	5
1	Outdoor advertising is entertaining.					
2	Outdoor advertising is enjoyable.					
3	Outdoor advertising is pleasing.					
4	Outdoor advertising is interesting.					

Economy

No	Statements	1	2	3	4	5
1	Has positive effects on the Economy.					
2	Raises our standard of living.					
3	Results in better products for the public.					

Value

No	Statements	1	2	3	4	5
1	Outdoor advertising promotes undesirable values in our society.					
2	Outdoor advertising distorts the values of youth.					

2- Attitude Towards Outdoor Advertisements

No	Statements	1	2	3	4	5
1	In general, I think that outdoor advertising increases the cost of products.					
2	Overall, I consider outdoor advertising a good thing.					
3	Overall, I like outdoor advertising					
4	I consider outdoor advertising very essential.					
5	I would describe my overall attitude toward outdoor advertising very favorably.					

3- Costumer Responses

No	Statements	1	2	3	4	5
1	In my opinion, overall, outdoor advertising is convincing.					
2	In my opinion, outdoor advertising is a reliable source of information.					
3	In my opinion, outdoor advertising is effective.					

Please answer the following section based on the following scale:

1. More Likely
2. Likely
3. Neutral
4. Not Likely
5. Less likely

No	Statements	1	2	3	4	5
1	Would you be more likely or less likely to purchase the product shown on outdoor advertising outlets?					

Please answer the following section based on the following scale:

1. Not probable
2. Slightly probable
3. Neutral
4. Probable
5. Very probable

No	Statements	1	2	3	4	5
1	How probable is it that you would consider the purchase of the product shown on outdoor advertising outlets?					

Please answer the following section based on the following scale:

1. Very unlikely
2. Unlikely
3. Neutral
4. Likely
5. Very likely

No	Statements	1	2	3	4	5
1	How likely would you be to purchase the product shown on outdoor advertising outlets?					

Appendix 2: Rotated Factor Solutions of BTOA

Rotated Component Matrix^a

	Component		
	1	2	3
Outdoor advertising is enjoyable.	.898	.246	-.125
Outdoor advertising is entertaining.	.883	.252	-.112
Outdoor advertising is pleasing.	.851	.339	-.156
Outdoor advertising is interesting.	.776	.404	-.134
Outdoor advertising helps raising customers' standard of living.	.760	.241	-.087
Outdoor advertising results in better products for the public.	.658	.382	-.193
Outdoor advertising has positive effects on the economy.	.606	.423	-.146
Outdoor advertising supplies relevant information.	.242	.851	-.109
Outdoor advertising is credible.	.332	.814	-.122
Outdoor advertising is a good source of product/service information.	.299	.803	-.085
Outdoor advertising provides timely information.	.268	.795	-.130
Outdoor advertising is trustworthy.	.318	.777	-.127
Outdoor advertising is believable.	.352	.755	-.117
Outdoor advertising distorts the values of youth.	-.139	-.176	.939
Outdoor advertising promotes undesirable values in our society.	-.218	-.130	.932

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

RESUME

I graduated from Batterjee Medical College of Science and Technology in 2014 with bachelor degree in clinical pharmacy, Jeddah, Saudi Arabia. Lately I'm studying M.B.A (Master of Business Administration) in Istanbul, Türkiye.

Career:

Training in clinical pharmacy rotation for 9 months in Saudi German Hospital - Jeddah from 08/September/2013 to 05/June/2014.

Media Planning and Buying Manager in free icons company Jeddah, Saudi Arabia from 01/February/2015 to 31/august/2015.