

# Designing an Online Advertising Model with a GIF Marketing Approach

## (Case: Oil and Gas's Industrial Tourism Hubs of Iran)

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### ABSTRACT

The purpose of this study is to design and explain the model of online advertising with an image-based marketing approach. In this regard, while reviewing the concepts of online advertising, image-based marketing (GIF marketing) and tourism using confirmatory factor analysis and structural equation modeling, we designed and explained the online advertising model with the gif marketing approach in oil and gas's Industrial tourism hubs of Iran. The research strategy includes a combined qualitative study of content analysis, grounded theory and delphi analysis and quantitative study in survey. The study population in the qualitative part includes experts in the field of advertising focusing on the tourism industry and in the quantitative part all tourists are in the oil and gas's Industrial tourism hubs of Iran. Normal test and confirmatory factor analysis and structural equation modeling test were used to confirm the components and model. The results showed that the components (causal factors, contexts and outputs) of online advertising model with GIF marketing approach in oil and gas's Industrial tourism hubs are in order of priority: 1- message acceptance, 2- international tourism growth, 3- motivation for acceptance, 4- Information technology, 5- Advertising website design, 6- GIF attractiveness, 7- Online shopping intention, 8- Competitive environment, 9- Attitude and perception, 10- GIF content and value, and 11- Social networks. In order to conduct open interviews and coding, 62 indicators were finally extracted. The results of model validation and model overall fit index (GOF), which has a value of 0.794, showed that the overall fit of the model is desirable and as a result, the overall model is valid and approved. Also, in Q2 index, positive numbers

showed more than 0.35, which showed the high predictive power of the model.

## 1. Introduction

Today, the changes that have taken place through the digital environment have changed the way consumers look at advertising. Attitudes toward a brand have traditionally been studied as the result of attitudes toward advertising in many studies, but few have considered that a brand may moderate consumer attitudes toward advertising stimuli [1]. Today, e-commerce is known as a new approach in business management and in this regard, companies try to design business networks for online sales and design advertising websites and reduce their time and cost [2]. Advertising is the most powerful awareness-raising tool in identifying a company, product, service or idea. The scope of the advertising field is very impressive. If the ads are constructive and compelling, they can create an impression on the audience, even make them somewhat interested in the subject, or at least make them accept and recognize the product and its brand [3]. Meanwhile, although the Internet media has provided efficiency for advertising, but people are looking to maximize their investment in this category [4]. Studies show that poor design of digital media advertising content and incomplete information provided on websites can reduce the quality of the website as well as the trust in the website and thus affect the acceptance of the message and the intention of customers to buy online [5]. Online technology has grown rapidly in recent years, as well as the ability to take advantage of all the features of the media, provide personalized ads, provide ads appropriate to the time and place, and provide timely services to the user and increase the productivity of advertising messages [6]. Operating system technologies related to social interactions have attracted the attention of marketers who want to analyze the media as a means of advertising. In fact, the basis of social network revenue models is mainly based on advertising [7]. Advertising has quickly shifted from being scattered on television and in other ways to online websites and search engines [8]. Therefore, in such circumstances, the need to pay attention to Internet advertising and make the best use of the money spent on it, becomes vital. On the other hand, although the Internet is rapidly becoming a platform for selling products, there is little knowledge about how the Internet advertising climate affects users' search behavior [9]. One type of online advertising is a banner

or gif. Gif banner stands for Graphics Interchange Format. Gifs are the images or frames that are displayed in sequence to create a moving scene. These types of banners play a very important role in online marketing. Today, with the use of various types of gif banners, the target market can be attracted to various businesses, including tourism, and more messages can be conveyed to tourists. One of the features of gifs is the ability to display on advertising platforms that gif banners can be used in most Iranian and foreign advertising platforms for use by foreign tourists. It should be noted that gif banners interact with all display devices such as smartphones, tablets, etc. This means that their size and display on different devices are automatically adjusted and this feature for foreign tourists to use with a variety of phones and systems with different technologies are required and desired. Therefore, the importance and necessity of this research is emphasized from the point of view that in this research, we can focus on the components of the online advertising model in tourism with the gif marketing approach in the tourism industry of Tehran province. According to the materials presented in this research, it seeks a scientific answer to the main question: What is the pattern of online advertising with a gif marketing approach in the oil and gas's Industrial tourism hubs of Iran?

Today, the increasing development of technology and websites, as well as digital and social media among different people in society, has attracted Internet users to the field of business using the Internet, and this is a relatively new phenomenon in Iranian companies and brands that need research and activity. It is more necessary to discover its hidden backgrounds. Considering the various aspects discussed in this field, it can be seen that designing and explaining the online advertising model with the gif marketing approach in oil and gas's Industrial tourism hubs has not been done among previous studies and this doubles the necessity of the present study. The model studied in this research consists of two dimensions of tourism and video advertising in marketing. Before presenting the model, it is necessary to describe the literature and components of each of the main dimensions of the research.



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## 2. Industrial tourism

By influencing the national income, industrial tourism affects the national trade balance, price changes and employment of the country's economy. Governments are trying to raise part of their national income from the industrial tourism industry because the industry's revenue generation is very high relative to its costs [10]. Tourism is one of the most important socio-economic sectors in the world, which can be considered as one of the reasons and results of globalization and is undoubtedly one of the most popular leisure activities in the 21st century [11] [12]. Tourism can be defined as a set of phenomena and relationships that arise from the interaction between tourists, business providers, governments and host communities in the process of attracting and accepting tourists [13]. Tourism is a set of activities that a person does while traveling and in a place outside his environment, this trip does not last more than a year and its purpose is travel for leisure, business or other activities [14]. Industrial tourism is the emergence of a set of relationships that arise from the travel and residence of a non-native person without permanent residence and employment in one place [15]. Technology has been instrumental in the evolution of the tourism industry since the 1960s. The industrial tourism industry has always faced important technological changes [16]. In addition, Xiang et al. (2015) noted that some of the innovations that have contributed to the growth of the tourism industry include computer reservation systems (CRS) in the 1960s, global distribution systems (GDSs) in the 1980s, and the Internet in the early 1990s. In this regard, the tourism industry is constantly going through the revolution by using various technological innovations and enabling both producers and consumers of industrial tourism products or services to gain new experiences [17].

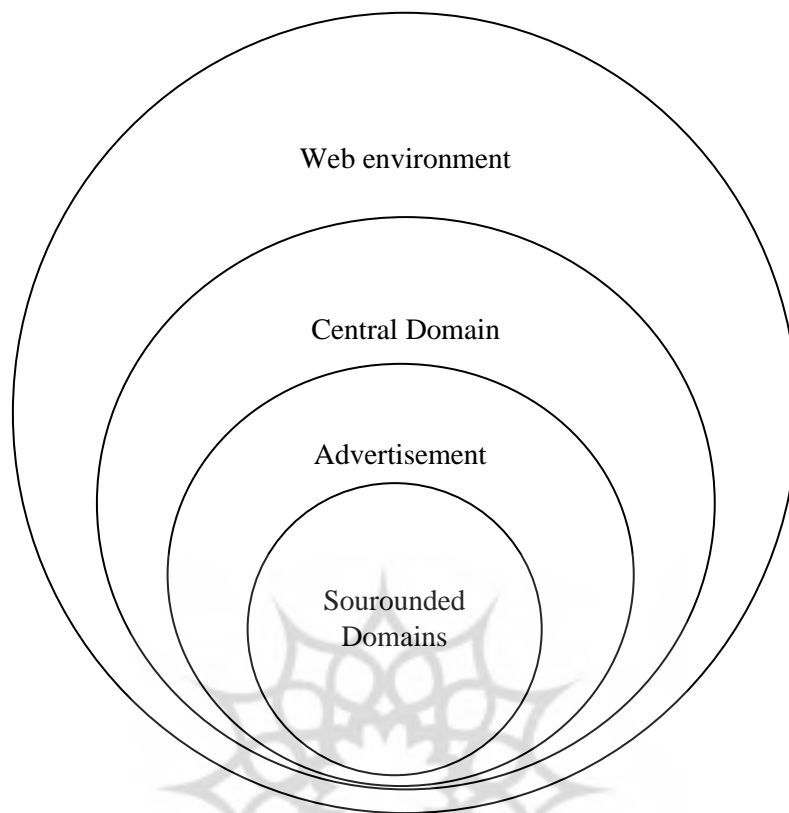
Since the 1950s, tourism has emerged as a major economic sector and as a source of social and environmental change. Many academic disciplines have also been studied in this field since the 1970s. Patterns of tourism development in different parts of the world reflect the history and culture of those regions and nations, but tourism is an almost global phenomenon and an important source of wealth for many nations and has become a great priority for many people [18]. The tourism industry is one of the fastest growing industries in the world. The tourism industry with the largest annual

growth of about 25 percent has the highest industry growth in the world and in the OECD countries, the growth rate of the tourism industry has exceeded their GDP growth rate and the rapid and growing development of the tourism industry has caused many Experts call the twentieth century the century of tourism [19]. With increasing demand for travel and tourism and the tourism industry becoming one of the largest industries in the world, it is necessary for each country to work to attract potential tourists in the path of socio-economic development and infrastructure growth. Industrial tourism with the focused to the oil and gas plants has emerged as one of the most important socio-economic sectors in the world and can be considered as one of the causes and consequences of globalization and plays a pivotal role in this process because globalization is a major change for the world economy.

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## 3) Online advertising, banner advertising and gif marketing

In the tourism industry, the category of advertising has a major role in its marketing and development. So that in the marketing process, no option can replace it. Because advertising can attract attention, arouse interest; Encourage and make practical. In fact, it turns potential tourists into actual tourists [20]. Customers in the tourism industry tend to gather information about travel services before purchasing them and analyze and evaluate travel services using a variety of information and types of media active in the field of travel services advertising [21]. The advent of social media, especially with the evolution of computers as well as the Internet and the telephone, was an important development in technology. All these factors lead to a social-technical revolution characterized by virtual and communication interactions [22]. Kaplan and Heinlin (2012) refer to social media as web-based interactive applications that enable user-generated content to be created and shared [23]. Social media uses online networks to advertise goods and services in order to sell a product or service [24]. In particular, the increasing access of industrial tourism customers to techniques such as the web and social media makes it possible for providers and customers to communicate with tourism products or services at specific rates before tourists reach their destination. Figure 1 shows the e-advertising environment. As can be seen, the web environment is more extensive.



**Figure 1:** digital Advertisement Environment [25]

Gif is a graphic format that is mostly used for website design purposes. Gif has a slightly more color combination than JPEG but is able to provide background graphics or simple animation. The gif image has a special template that has a color map and contains a maximum of 255 inputs and the input contains a number of images in gif animations [26]. Gif is a form

that is often used in the web world as well as in the world of digital images. This template is often used due to its relatively small size as well as the large number of image editing software that supports this template. The gif is small because it limits the color to 256 colors to save the file size [27].

**Table 1:** Comparative studies on the subject.

Item	Research Title	Authors	Results
1	Evaluate the effectiveness of online tourism advertising to improve competition	De Souza et al. (2019) [28].	Data analysis on the effectiveness of online advertising on visitor costs was performed in six modes of travel: destination, accommodation, attraction, restaurant, events and shopping. Independent t-tests were used to identify any differences in total destination costs between groups of visitors affected for each aspect of the trip. This study examines how the destination can use technology to improve its competitiveness in tourism advertising.
2	Social Media Marketing in Attracting Tourists: A Case Study of Tanzania-Arusha National Parks	Mhilu and Lyimo	Social media marketing is efficient. The results also showed that social media is the best communication platform for interacting with marketers and they are easy to use and social media marketing increases brand awareness.





		(2019) [29].	
3	Different levels of destination waiting: The impact of online advertising and electronic word-of-mouth advertising	Chang and Wang (2019) [30].	Destination information obtained from electronic word-of-mouth advertising increased the likelihood of positive verification, which significantly increased travel satisfaction and re-visit destinations. Based on the findings, marketers should be aware that online advertising is complex and may be involved in factors that undermine future business. To avoid negative results, marketers can remind customers that photos and videos have been taken in advertising at certain times, places, seasons, or in other situations. In addition, marketers should encourage their customers to share their previous travel experiences online to compensate for negative feedback from destination ads and websites.
4	Customer Responses to Social Media Ads on Facebook in Pakistan's Tourism Industry	Masroor and Siddiqui (2019) [31].	Customer behavior and perceptions depend on integrated marketing strategies on Facebook. The results also showed that the role of social media has a positive relationship with customer attitude
5	The Impact of Advertising and Public Relations on Tourism Development in Da Nang, Vietnam	Tran et al. (2019) [32].	Increasing the favorable attitude and controlling the advertisements will increase the number of tourists. Surprisingly, the increase in positive attitude and control of public relations has not had a significant effect on the intention of tourists to visit. Instead, the social norms of public relations were influential in the decision to visit, but the social norms were not propaganda. These findings have helped the destination brand through advertising and public relations.
6	Analysis of the evaluation of online tourism advertising in the UK	Khuong and Nhu (2018) [33].	The result of the research also points to the need to teach and learn English in Vietnam at the end of the article.
7	Investigating the effects of tourism advertising: types of advertising formats and types of destinations	Weng and Huang (2018) [34].	The widespread use of online advertising in tourism has led to more attention being paid to evaluating the effects of tourism advertising. Also in the tourism literature, the evaluation of the effects of advertising has largely focused on the consumer response to advertising. In general, in tourism research, two aspects of evaluating the effectiveness of advertising have emerged: behavioral aspects and cognitive aspects. Behavioral aspects evaluate the effects of tourism advertising through the "reason for visits and sales", with a special focus on the number of visits and travel expenses, and so on.

## 4. Research objectives

### 4.1. Main purpose

Designing an online advertising model with a gif marketing approach in the oil and gas's Industrial tourism hubs of Iran.

### 4.2. Sub-objectives

1) Identifying the components (causal factors, contexts and outputs) of the online advertising model with the gif marketing approach in the oil and gas's Industrial tourism hubs of Iran.

2) Prioritization of components (causal factors, contexts and outputs) of online advertising model with gif marketing approach in oil and gas's Industrial tourism hubs of Iran.

3) Identifying the components of the components (causal factors, contexts and outputs) of the online advertising model with the gif marketing approach in the oil and gas's Industrial tourism hubs of Iran.

4) Prioritization of component indicators (causal factors, contexts and outputs) of online advertising model with gif marketing approach in oil and gas's Industrial tourism hubs of Iran.

5) Implementation, implementation and validation of online advertising model with gif marketing approach in oil and gas's Industrial tourism hubs.

## 5. Research questions

### 5.1. The main question

What is the online advertising model with the gif marketing approach in the oil and gas's Industrial tourism hubs of Iran?

### 5.2. Sub-questions

1) What are the components (causal factors, contexts and outputs) of the online advertising model with the gif marketing approach in the oil and gas's Industrial tourism hubs of Iran?

2) What is the priority of the components (causal factors, contexts and outputs) of the online advertising model with the gif marketing approach in the oil and gas's Industrial tourism hubs of Iran?

3) What are the characteristics of the components (causal factors, contexts and outputs) of the online

advertising model with the gif marketing approach in the oil and gas's Industrial tourism hubs of Iran?

4) Prioritization of component indicators (causal factors, contexts and outputs) What is the online advertising model with the gif marketing approach in Iran's oil and gas's Industrial tourism hubs?

5) How is the implementation, execution and validation of the online advertising model with the gif marketing approach in the oil and gas's Industrial tourism hubs of Iran?

## 6. Research strategy

Combined methodology is one of the latest methodologies in the field of social sciences and behavior that is based on the convergence and combination of some ontological, epistemological and methodological principles dominant in these sciences [35]. The present study includes qualitative and quantitative studies. In the qualitative analysis stage, using a combined research strategy, content analysis, foundation data theory and Delphi analysis were used, and MAXQDA software was used to analyze the interview texts. Quantitatively, because the researcher is independent of the subject of the research and the subject of this research is not of the type of research in the field of social structuralism, the research strategy is to conduct a survey and descriptive study for a statistical sample. The process of the present study, in terms of nature, has been carried out in three stages:

1) In the first stage, which is related to the main question of the research, due to the lack of theoretical foundations in terms of achieving sufficient knowledge about important indicators related to the problem and their relationship with each other, qualitative type after studying the theoretical foundations and research background and main axis. Interview questions through interview and observation were used to search and design the desired model with the combined research method of content analysis, data theory and Delphi analysis.

2) In the second stage, based on the model designed in the first step, a researcher-made questionnaire has been developed for quantitative assessment.

3) In the third stage, which is related to the sub-questions of the research, using the data collected by the questionnaire in the field method and using the opinion of a number of experts, a suitable model with the combined research method was proposed and finally the

model using the structural equation modeling method has been validated.

### 6.1. Qualitative and quantitative analysis of research

The study population in the qualitative stage includes advertising experts focusing on the tourism industry, whose number is 10 experts. Since the present study is of integrated type, it has been done in two qualitative and quantitative stages. In the qualitative section, first a number of experts have been purposefully selected by experts to review and analyze the basic categories extracted in the first stage. It should be noted that the selection of the number of sample people in qualitative sampling is based on the theoretical saturation of the data. This means that sampling will continue as long as new components and ideas are provided by sample members. In qualitative research, the selection of the research sample is unlikely and purposeful. In this method, the researcher will know the target population of the research and consciously select the purpose of the research sample [36]. In the present study, a purposeful approach was used to select a qualitative sample of the

research and the snowball sampling method was used to identify and select key informants. It was finally approved by experts and in the next step, using final coding, the final framework of the final model was formed. According to the above model, the basic dimensions of this research model in general include 1- information technology transfer, 2- tourist attitudes and perceptions, 3- motivation and acceptance of advertising gifs, 4- design of advertising websites, 5- electronic social networks,

6- content and the promotional value of GIF, 7. The competitive environment of e-tourism 8. The attractiveness of GIF advertising, 9- Acceptance of promotional messages, 10- Intention to shop online, and 11- The international growth of tourism. In the final step, selective coding is carried out to show the relationships between concepts, dimensions and components. The following figure shows the output of MAXQDA18 software in selective coding. Taking into account the concepts and categories, the conceptual model of the research would be as follows:

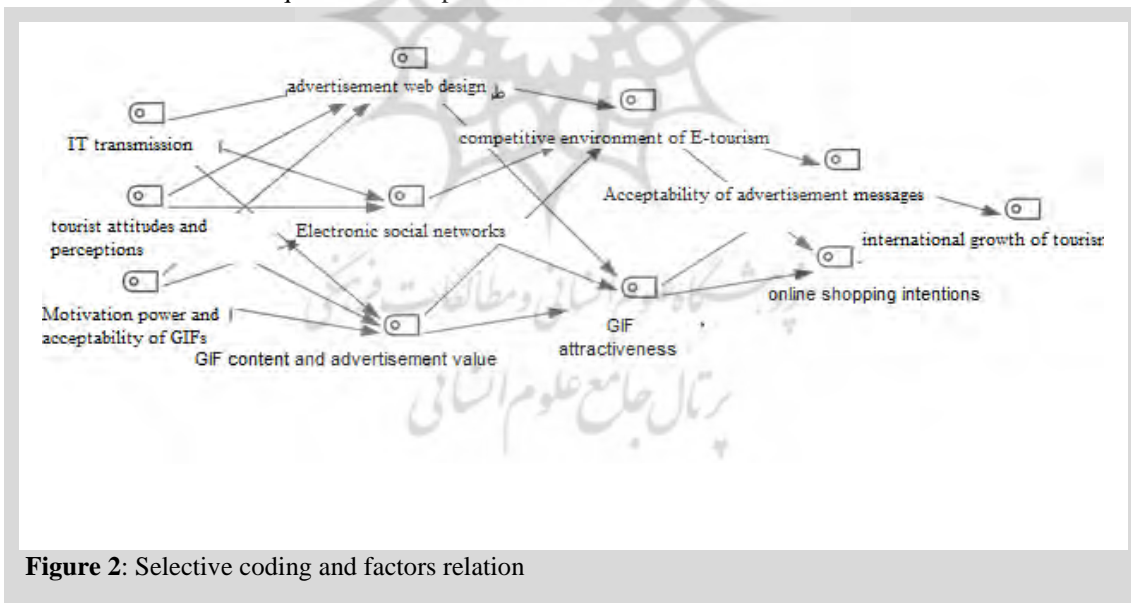


Figure 2: Selective coding and factors relation

### 6.2. Delphi process and results report

Delphi method has been used to assess the validity of data after coding and identify the indicators. To this end, questionnaires were used to collect the opinions of 10 experts in 3 stages. In the next step, the indicators were scored using a 5-point likert scale. Low significance (score 1) and high significance (score 5). Taking into

account the mean of  $\geq 3$  (due to application of 5-point Likert scale), 4 indicators in the first stage of Delphi and 2 indicators in the second stage of Delphi were eliminated due to having a mean below 3, and finally 62 indicators were approved by experts. The results obtained from the 3 stages of Delphi method and the indicators studied by the experts are summarized in Table 2.

**Table 2:** Delphi analysis of Research Indicators.

CONCEPT	COMPONENTS	NO.	INDICATORS	NET WEIGHT	
<b>Designing and delineating an Online Advertising Model with an approach to GIF Marketing (Case: oil and gas's Industrial tourism hubs)</b>	IT transfer	1	providing tourists with more options and more reliable resources through the spread of online technologies	2	
		2	Transition of IT through social networks and national media	2	
		3	Faster and more cost-effective delivery of services to tourists	2	
	Tourist attitude and perception	4	4	Consideration of a reliable call server	1
		5	5	Consideration of a section for press and advertisement	1
		6	6	Being rich in terms of pictorial and graphic items	1
		7	7	Concentration of tourism experiences	2
		8	8	The influence of many factors such as environment, family, laws, etc	2
		9	9	Direct or outsourced content analysis by the public sector	1
		10	10	Investigation and identification of customer behavior and attitudes using market research in the target market countries	2
		11	11	Conducting different surveys	1
	Motivation power and acceptability of advertisement Gifs	12	12	Experiences shared by family members and trustworthy friends	1
		13	13	policies associated with religion, as well as important national and geopolitical matters	1
		14	14	High score in platforms such as Trip Advisor and customer satisfaction	1
		15	15	The credibility and popularity of the media	1
		16	16	Providing customers with relevant and reliable information	3
		17	17	adequate response to customer needs and desires	1
		18	18	creativity and innovation in the tourism industry	2
	Advertisement website design	19	19	Visit-to-reservation conversion rate	1
		20	20	Designing Website based on the customer's interests ).(placement, color, font, framing, etc	3
		21	21	communication for the purpose of purchasing services	2
		22	22	Communicating with the website users (as potential tourists) and changing them to actual tourists	1
		23	23	Website content used to inform tourists	4
	Electronic social media	24	24	Mass marketing process	1
		25	25	Robust ICT infrastructure	1
		26	26	Gain knowledge and expertise from the experience of bloggers	1





		27	Organizations and companies' use of electronic social networks at the national level	1
		28	More frequent use of electronic social networks in the private sector than in the public sector	1
	Content and advertisement value of GIFs	29	Development of experience-driven advertisement and marketing	1
		30	The users' ability to interact with GIFs	2
		31	Frequency and duration of GIF application	1
		32	Consideration of the audience and users' interests and tastes	2
		33	Generation of attractive and effective content	7
	E-tourism Competitive environment	34	Development of suitable roads, highways and systems for the transportation of travelers and tourists	1
		35	Development of ICT network and its dominance throughout the country	1
		36	Consideration of medical tourism in the national arena	1
		37	Adequate knowledge of target market	1
		38	Easy access to tourist destinations	1
		39	Competitive prices	2
		40	Tangible and intangible assets and attractions of civilization, including culture and history	3
	GIF attractiveness	41	Iranians' tendency to grant hospitality to foreign tourists	1
		42	Providing the public sector with the facilities of private sector and finding ways to unite them	1
		43	Successful application of advertisement using a more practical, systematic and specialized attitude	1
		44	The dependence of advertisement appall on the nature, strategy and creativity	2
	Acceptability of ad messages	45	selection of appropriate equipment with consideration of goals	2
46		Applying a goal-driven and comprehensive marketing strategy	1	
47		Knowledge of potential buyers during the ad message preparation process	1	
48		knowledge of the product features and the applications during ad message preparation process	1	
49		The important role of advertisement campaigns in introduction of brands for advertising purposes	1	
50		Development of a unique identity by creating brands in tourism destinations	1	
Online shopping intentions	51	Enhancing the acceptability of advertisements by domestic and foreign tourists	3	
	52	Diversity of online products	1	
	53	The important role of trust building in online shopping	3	

		54	Adequate introduction of tourism destinations and encouraging tourists to visit them	2
		55	The prominent role of online life, including online shopping in mechanized life of humans	2
		56	Taking into account the important role of correct introduction at the right time	1
	growth and development of international tourism	57	Develop strategies to attract international tourists	1
		58	Following the countries with similar ecosystems and benchmarks	1
		59	purposeful contribution to the global market with respect to capacities and capabilities of the country and the tastes of other countries	1
		60	international tourist attraction investments	1
		61	Origin country's political relations	2
		62	Accurate identification and prioritization of target markets	1

After distributing the researcher-made questionnaires and collecting quantitative data according to the values obtained in the table below for Cronbach's alpha and composite reliability are all greater than 0.70, which indicates the optimal reliability of the research variables. Therefore, measurement models have good reliability. The first validity examined to confirm the validity of measurement models is convergent validity. Convergent

validity means that the set of references explains the main structure. Fornell and Larker (1981) suggest the use of the extracted mean variance (AVE) as a measure of convergent validity. A minimum AVE of 0.5 indicates sufficient convergence validity, meaning that a latent variable can explain on average more than half of the scatter of its representations

**Table 3:** Results of calculating the mean variance index.

Indicators	AVE
Motivation	0.518705
Gif charm	0.733592
International tourism growth	0.550030
Social Networks	0.650589
Web Design	0.605799
Information Technology	0.534129
Intention to buy online	0.504574
Gif content and value	0.726860
Competitive environment	0.496668
Attitude and perception	0.509267
Accept messages	0.582305

On the other hand, the positive fit of the goodness index (GOF), which has a value of 0.794, indicates the overall fit of the model. Because this value is more than 0.35, so it has a desirable value and as a result the overall fit of the model is confirmed. After determining the measurement models in order to evaluate the conceptual model of the research and also to ensure the existence or non-existence of a causal relationship between the research variables and to examine the appropriateness of

the observed data with the conceptual model of the research, the research hypotheses using the structural

equation model. Were tested. Based on the significance level of 0.05, the critical value should be greater than 1.96, the value of the parameter less than this is not considered important in the model, and values less than 0.05 for the value of P indicate a significant difference between the calculated value for regression



weights with zero in The level is 0.95. The output of the concept model using PLS software is shown in the following diagrams.

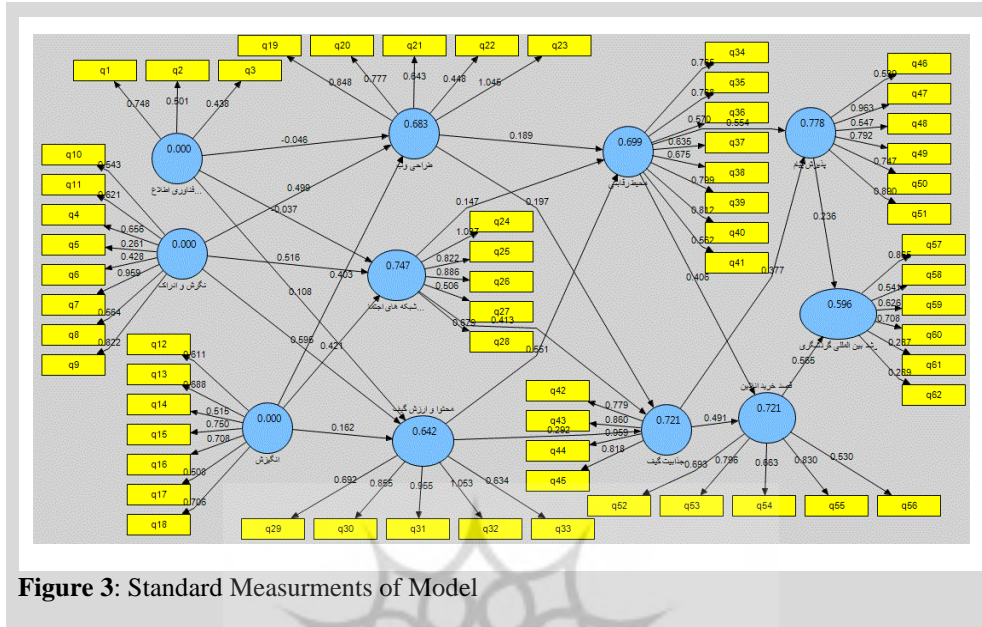


Figure 3: Standard Measurements of Model

The low graph shows the significance level of factor loads and the significance level of path coefficients between research variables. It should be noted that a

significance level greater than 1.96 and less than -1.96 is acceptable

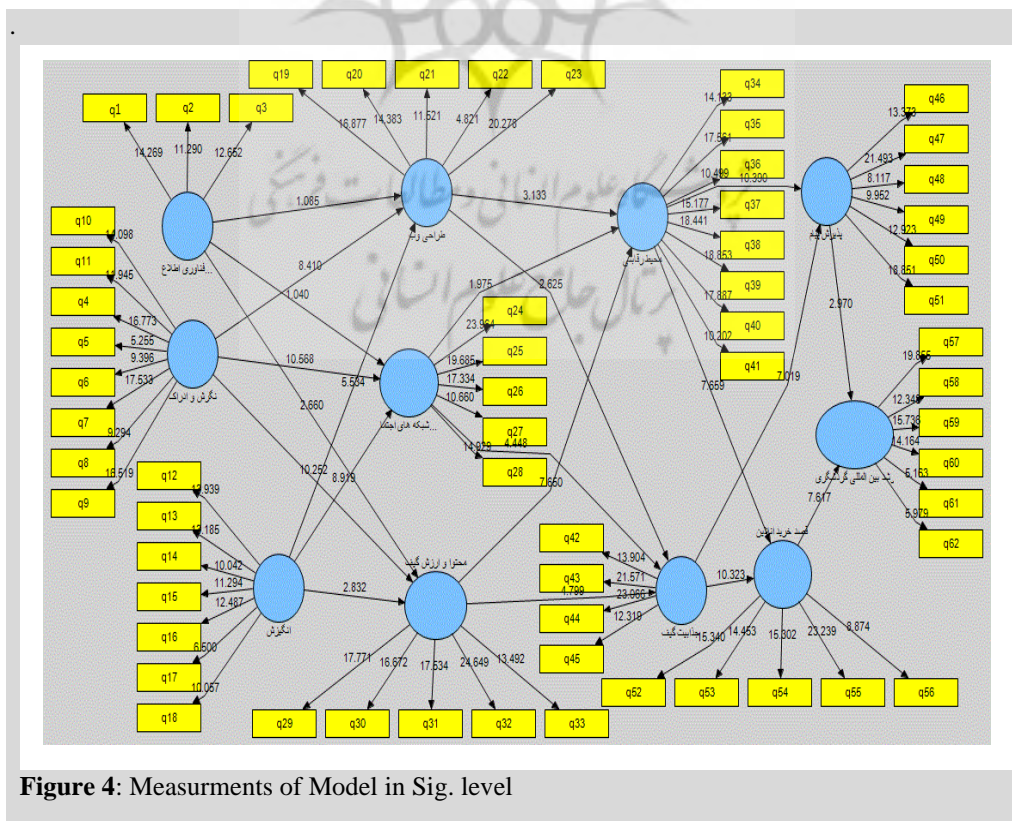


Figure 4: Measurements of Model in Sig. level



As can be seen in the diagram, the factor load of the questions has a good level of significance, because they are all greater than 1.96. In this case, we say that the validity of the structure and structure of the items is confirmed. The relationship between the components is

briefly described in the table below. According to the table below, most of the paths in the model have a significance level greater than 1.96 that the relationships between them are favorable.

**Table 4:** Relationships between components.

Path	Independent variable	Dependent variable	Coefficient	Sig.	Result
1 to 3	Information Technology	Web design	<b>0.046</b>	1.085	Reject path
		Social networks	0.037	1.040	Reject path
		Gif content and value	0.108	2.660	Approved path
4 to 6	Attitude and perception	Web design	0.499	8.410	Approved path
		Social networks	0.516	10.568	Approved path
		Gif content and value	0.595	10.252	Approved path
7 to 9	Motivation to accept	Web design	0.403	5.584	Approved path
		Social networks	0.421	8.919	Approved path
		Gif content and value	0.162	2.832	Approved path
10 and 11	Web design	competitive environment	0.189	3.133	Approved path
		Gif charm	0.197	2.625	Approved path
12 and 13	Social Media	competitive environment	0.147	1.975	Approved path
		Gif charm	0.413	4.448	Approved path
14 and 15	Gif value and component	competitive environment	0.551	7.550	Approved path
		Gif charm	0.292	4.799	Approved path
16 and 17	Competative environment	Accept messages	0.554	10.390	Approved path
		Intention to buy online	0.406	7.659	Approved path
18 and 19	Gif charm	Accept messages	0.377	7.019	Approved path
		Intention to buy online	0.491	10.323	Approved path
20 and 21	Accept messages	International industrial tourism growth	0.236	2.970	Approved path
	Intention to buy online		0.585	7.617	Approved path

The  $Q^2$  index or the Stone-Geiser criterion indicates the predictive power of the model using the blindfolding technique. This technique is a sample reuse technique and allows the calculation of the Stone-Geiser index ( $Q^2$ ). The Stone-Geiser index is a measure of cross-validity in the partial least squares model. The

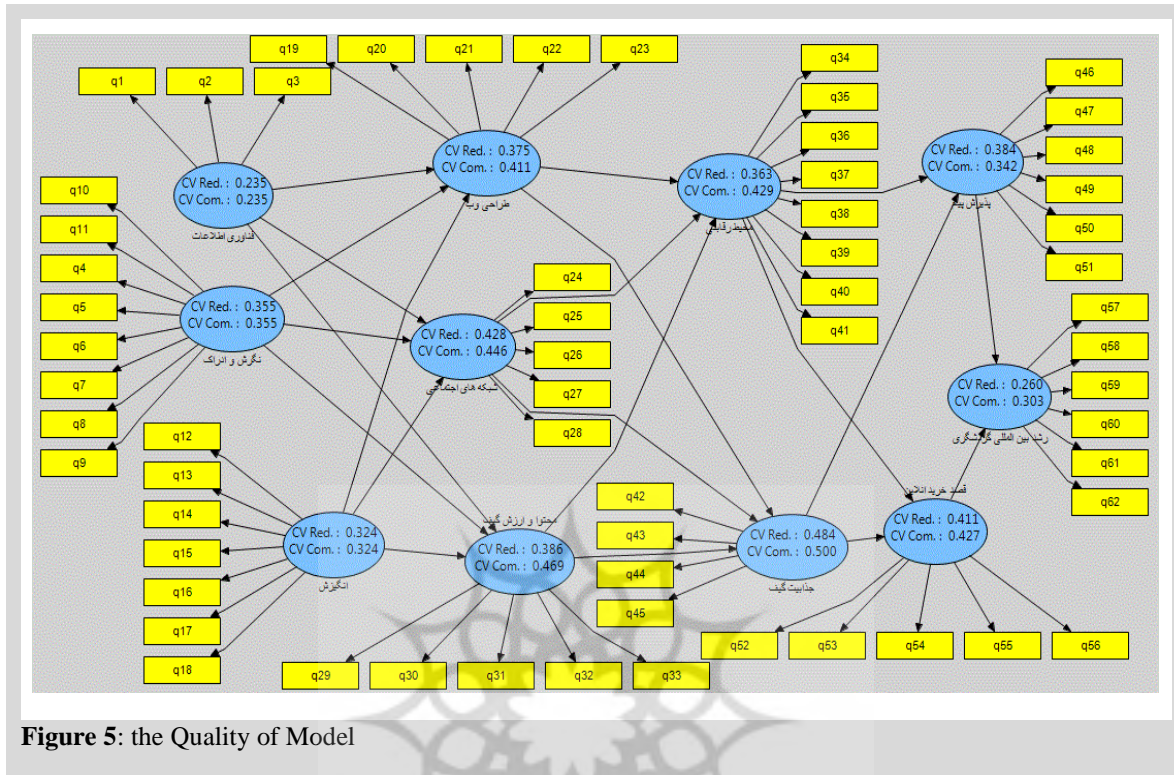
coefficient of determination index ( $R^2$ ) determines the accuracy of the prediction and the index ( $Q^2$ ) determines the relativity of the prediction and if the value

of the Stone-Geiser index is positive, the validity of the prediction is confirmed. Models that have an



acceptable structural fit should be able to predict the characteristics of the model's endogenous structures. This means that if in a model, the relationships between

structures are well defined, the structures can sufficiently influence each other's characteristics and thus, the hypotheses are correctly confirmed.



## 7. Results and suggestions obtained from research findings

Components (causal factors, contexts and outputs) of online advertising model with gif marketing approach in oil and gas's Industrial tourism hubs in order of priority are: 1- message acceptance, 2- international tourism growth, 3- motivation for acceptance, 4- information technology, 5 -Advertising website design, 6- Gif attractiveness, 7- Online shopping intention, 8- Competitive environment, 9- Attitude and perception, 10- Gif content and value, and 11- Social networks. In order to conduct open interviews and coding, 62 indicators were finally extracted. In this part of the research, items such as providing appropriate and real information to the customer, designing a website based on the customer's mental interests such as placement, color, font, framing, etc., website content to inform tourists, producing attractive and effective content , Tangible and intangible assets of civilization, including culture and history, better acceptance of advertising by tourists at the international level than within the country and the important role of building trust for online shopping, were extracted as important indicators. The

results of the validity and reliability of the model based on PLS software, the value of AVE for latent variables are all greater than 0.5. Therefore, it can be said that convergent validity of measurement models is desirable. Also, Cronbach's alpha reliability and hybrid reliability all have values above 0.7 and as a result have been reported as optimal. The results of model validation and the overall fit index of the GOF model, which has a value of 0.794, showed that the overall fit of the model is desirable and as a result, the overall model is valid and approved. Also, in  $Q^2$  index, positive numbers showed more than 0.35, which showed the high predictive power of the model. In accordance with the IT transfer component, it is proposed to provide more choice options and more reliable resources for tourists with the expansion of online technologies. The transfer of information technology should be done through social networks and national media, and also to provide services and services required by tourists with more speed and less cost. According to the component of tourist attitudes and perceptions, it is recommended to consider the impact of many factors such as the environment, considering the contact server and the ability to respond optimally to the press and media, as

well as enriching advertisements in terms of photos and focusing on the industrial tourism experience. Family, laws, etc. on the attitude and perception of tourists, by analyzing the content directly or outsourced by the public sector and also by examining the identification of customer behavior and approach using market research in target market countries and conduct various surveys to address this issue. According to the motivational component of accepting advertising gifts, it is recommended to use the experiences quoted by family and trusted friends, considering the policies in the field of religion and the macro and geopolitical field, with high scores through platforms such as Trip Advisor and customer satisfaction. , By using credible and popular transmission media, by providing appropriate and real information to the customer, as well as by providing an appropriate response to the needs and desires of customers and using initiative, creativity and innovation in the tourism industry to this important matter and motivate to accept gifts Pay advertising. According to the component of designing advertising websites, it is suggested by converting the visit rate into a reservation of one of the pillars of tourism, by designing a website based on the customer's mental interests such as placement, color, font, framing, etc., by examining how to communicate for Purchase services by communicating with the user of the website as a potential tourist and turning it into an actual tourist, and by creating appropriate website content to inform tourists about this important issue. In accordance with the component of electronic social networks, it is suggested that with the extensive marketing process, by creating a robust ICT infrastructure, by gaining knowledge and expertise from the experience of bloggers, by using organizations and companies of electronic social networks at the level of Nationally, by using electronic social networks in the private sector more than the public sector, to expand and develop electronic social networks in this field. In accordance with the content and promotional value of gifts, it is recommended to create ads and experience-based marketing, to connect the user with gifts, to consider the number and time of using gifts, to consider the interests and tastes of audiences and users, and also to produce Attractive and effective content to create the desired content and promotional value of gifts.

According to the component of the competitive environment of e-tourism, it is proposed to develop roads and axes and systems suitable for the movement of travelers and tourists, with the development of ICT network and its very high penetration rate throughout the country, as well as health tourism in the country And

understanding the target market, creating easy access to tourist destinations and offering competitive prices, taking into account the tangible and intangible attractions of civilization, including culture and history, and using the sense of hospitality of Iranians towards foreign tourists to create an environment Competitive e-tourism pay favorable. In accordance with the GIF advertising attractiveness component, it is suggested that the public sector be provided with the facilities of the private sector and their union, with the successful use of advertising with a practical, expert and more specialized look, depending on the nature of advertising attractiveness, strategy and creativity in advertising and By creating the complete and correct equipment in line with the goal, to create a gif advertising appeal. In accordance with the component of accepting advertising messages, it is suggested by using result-oriented and comprehensive marketing strategy, considering information about potential buyers in preparing advertising messages, having knowledge of the features and main application of the product in preparing advertising messages, considering the role It is important for advertising campaigns to introduce brands with the aim of presenting advertisements, to create a unique and unique identity by creating a destination brand and to increase the acceptance of advertising messages by better acceptance of advertisements by tourists internationally than domestically. According to the component of online shopping intention, it is suggested by creating a variety of online products, considering the important role of building trust for online shopping, identifying tourism destinations and encouraging visitors, as well as the prominent role of online life, including online shopping in machine life. Considering the important role of correct introduction at the right time to improve the intention to buy tourist customers online and finally, in accordance with the component of international oil and gas industrial tourism growth, it is suggested by formulating strategies to attract international tourists, following the example of countries with similar ecosystems. And benchmark, with a purposeful presence in the global market based on the capacities and capabilities of the country and the tastes of other countries, by investing to attract foreign tourists, by improving the level of political relations of the country of origin and by correctly identifying and prioritizing the target market. Pay for the international growth of industrial tourism.

What is certain is that the basis of any research is the limitations of previous research, and if more accurate and complete information is available, the results will be more reliable and the research will be more valid. Each



research has inherent limitations and inadequacies, including the following limitations:

- The realm of time is one of the limitations in the control of the researcher because this research was conducted at a specific time period that the researcher has chosen that in presenting and feedback the results of the research, has not provided the possibility of a more comprehensive review of the research model.

- The present study is a mixed (qualitative-quantitative) research and interviews of experts have been done. The short interview period and the reluctance of some people to interview in person are among the limitations of any qualitative academic research, which reduces the accuracy of the study.

- Another limitation of the research is the existence of spatial domain and spatial constraint that the researcher has chosen at the beginning of his research, which has caused the research results to be generalizable to the same spatial domain.

- One of the limitations out of the researcher's control is the existence of field research because the distribution of the questionnaire is always associated with inherent shortcomings and the problems caused by the distribution of the questionnaire in the field of research in the field and the reluctance of many people to answer the questionnaire is not in the possession of the researcher and can not be controlled by him.

The present study can be applied to other researches that are done in this field.

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