

# Designing an Online Advertising Model with a GIF Marketing Approach (Case: Iran's Oil and Gas Industrial Tourism Hubs)

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## ARTICLE INFO

### Keywords:

Image-based marketing  
(GIF marketing)  
Oil and gas industrial  
tourism  
Online advertising

**Received:** 23 April 2021

**Revised:** 18 May 2021

**Accepted:** 09 June 2021

[DOI:10.22050/PBR.2021.282859.1181](https://doi.org/10.22050/PBR.2021.282859.1181)

## ABSTRACT

This study aims to design and explain the online advertising model 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 Iran's oil and gas industrial tourism hubs. The research strategy includes a combined qualitative study of the content analysis, grounded theory, and Delphi analysis, and a quantitative study in the survey. The study population in the qualitative part includes experts in advertising focusing on the tourism industry, and in the quantitative part, all tourists are in Iran's oil and gas industrial tourism hubs. Regular test and confirmatory factor analysis and structural equation modeling tests confirmed the components and model. The results showed that the components (causal factors, contexts, and outputs) of an online advertising model with GIF marketing approach in oil and gas 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, we finally extracted 62 indicators. 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. Further, in the 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 potent awareness-raising tool in identifying a company, product, service, or idea. The scope of the advertising field is awe-inspiring. If the advertisements are constructive and compelling, they can create an impression on the audience, make them somewhat interested in the subject, or accept and recognize the product and its brand [3].

Meanwhile, although Internet media has provided efficiency for advertising, 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 and 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 proliferated in recent years, as well as the ability to take advantage of all the media features, provide personalized advertisements, provide advertisements 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. The basis of social network revenue models is mainly based on advertising [7]. Advertising has quickly shifted from being scattered on television and 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, and GIFs are the images or frames displayed in sequence to create a moving scene. These types of banners play a crucial role in online

marketing. Today, with 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 foreign tourists.

It should be noted that GIF banners interact with all display devices such as smartphones and tablets, indicating 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 are 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. The materials presented in this research seek a scientific answer to the main question: What is the pattern of online advertising with a GIF marketing approach in Iran's oil and gas industrial tourism hubs?

Today, the increasing development of technology, websites, and digital and social media among different people in society has attracted Internet users to the field of business using the Internet, which 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, we can observe that designing and explaining the online advertising model with the GIF marketing approach in oil and gas industrial tourism hubs has not been done among previous studies, which 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 its revenue generation is very high relative to its costs [10]. Tourism is one of the most important socio-economic sectors globally, which can be considered one of the reasons and results of globalization, and is undoubtedly



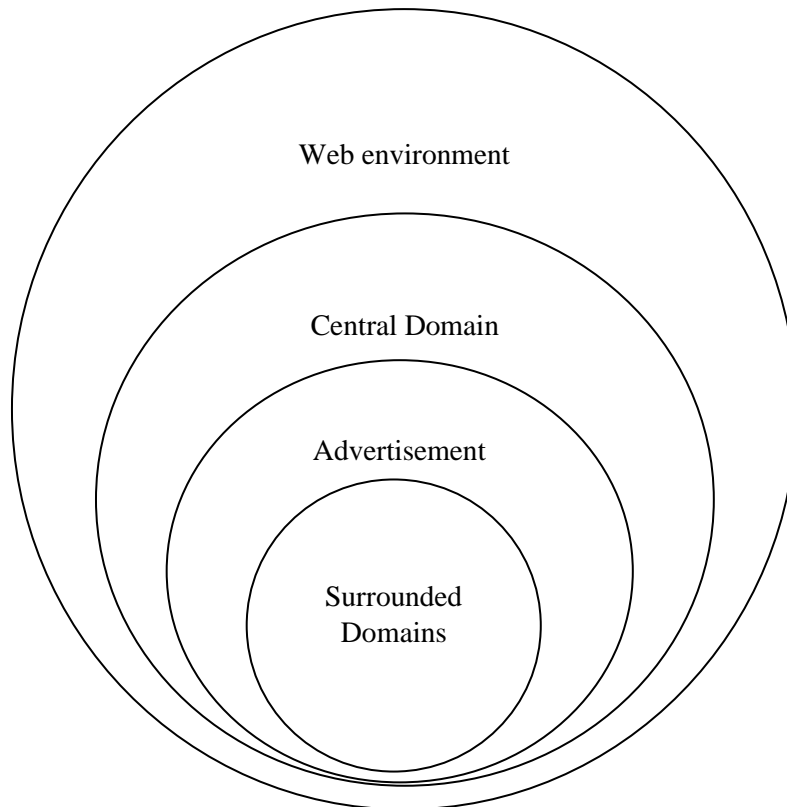
one of the most popular leisure activities in the 21st century [11] [12]. Tourism can be defined as a set of phenomena and relationships that arise from interacting with tourists, business providers, governments, and host communities in attracting and accepting tourists [13]. Tourism is a set of activities that a person does while traveling and 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 significant 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 producers and consumers of industrial tourism products or services to gain new experiences [17].

Since the 1950s, tourism has emerged as an important 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 an excellent 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 to call the twentieth century the century of tourism [19]. With the increasing demand for travel and tourism and the tourism industry becoming one of the largest industries in the world, each country must work to attract potential tourists in the path of socio-economic development and infrastructure growth. Industrial tourism with a focus on the oil and gas plants has emerged as one of the most important socio-economic sectors in the world and can be considered 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.

### **3. Online advertising, banner advertising, and GIF marketing**

Advertising has a significant role in marketing and development in the tourism industry. Thus, no option can replace it in the marketing process because advertising can attract attention, arouse interest, and encourage people. Thus, 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 them using various information and types of media activity in travel services advertising [21]. The advent of social media, especially with the evolution of computers, the Internet, and the telephone, was a significant development in technology. 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 for advertising goods and services 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.** The digital advertisement environment [25].

GIF is a graphic format that is mainly used for website design purposes. GIF has a slightly more color combination than JPEG but can provide background graphics or simple animation. GIF images have a unique template with a color map and contain a maximum of 255 inputs, and the input contains several images in GIF

animations [26]. GIF is a form often used in the web world and the world of digital images. This template is often used due to its relatively small size and the large number of image editing software that supports this template. The GIF is small because it limits the color to 256 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)	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 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 (2019)	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; social media marketing increases brand awareness.



Item	Research Title	Authors	Results
3	Different levels of destination waiting: the impact of online advertising and electronic word-of-mouth advertising	Chang and Wang (2019)	Destination information obtained from electronic word-of-mouth advertising increased the likelihood of positive verification, significantly increasing travel satisfaction and revisit destinations. Based on the findings, marketers should be aware that online advertising is complex and may involve 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 advertisements and websites.
4	Customer responses to social media advertisements on Facebook in Pakistan's tourism industry	Masroor and Siddiqui (2019)	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)	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)	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)	The widespread use of online advertising in tourism has led to more attention being paid to evaluating the effects of tourism advertising. Moreover, in the tourism literature, the evaluation of the effects of advertising has primarily 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" and focus on the number of visits and travel expenses.

## 4. Research objectives

### 4.1. Main purpose

Designing an online advertising model with a GIF marketing approach in Iran's oil and gas industrial tourism hubs.

### 4.2. Sub-objectives

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

model with a GIF marketing approach in Iran's oil and gas industrial tourism hubs.

3. Identifying the components of the online advertising model (causal factors, contexts, and outputs) with the GIF marketing approach in Iran's oil and gas industrial tourism hubs.
4. Prioritization of component indicators (causal factors, contexts, and outputs).
5. Online advertising model with GIF marketing approach in Iran's oil and gas industrial tourism hubs.
6. Implementing and validating online advertising model with GIF marketing approach in oil and gas industrial tourism hubs.

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## 5. Research questions

### 5.1. The main question

What is the online advertising model with the GIF marketing approach in Iran's oil and gas industrial tourism hubs?

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### 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 Iran's oil and gas industrial tourism hubs?
2. What is the priority of the components (causal factors, contexts, and outputs) of the online advertising model with the GIF marketing approach in Iran's oil and gas industrial tourism hubs?
3. What are the characteristics of the components (causal factors, contexts, and outputs) of the online advertising model with the GIF marketing approach in Iran's oil and gas industrial tourism hubs?
4. What is the online advertising model with the GIF marketing approach in Iran's oil and gas industrial tourism hubs?
5. How is the implementation, execution, and validation of the online advertising model with the GIF marketing approach in Iran's oil and gas industrial tourism hubs?

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## 6. Research strategy

The combined methodology is one of the latest methodologies in social sciences and behavior based on the convergence and combination of some ontological, epistemological, and methodological principles dominant in these sciences [35]. The present work is qualitative and quantitative. The qualitative analysis stage used a combined research strategy, content

analysis, foundation data theory, and Delphi analysis, and MAXQDA software was used to analyze the interview texts. Quantitatively, because the researcher is independent of the subject of the research and 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. The first stage is related to the central question of the research, due to the lack of theoretical foundations in terms of achieving sufficient knowledge about essential indicators related to the problem and their relationship with each other, qualitative type after studying the theoretical foundations, research background, and central axis. Interview questions through interview and observation were used to search and design the desired model with the combined research method of the 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 several experts, a suitable model with the combined research method was proposed. Finally, the model using the structural equation modeling method was validated.

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### 6.1. Qualitative and quantitative analysis of research

The study population in the qualitative stage includes 10 advertising experts focusing on the tourism industry. Since the present study is of integrated type, it has been done in two qualitative and quantitative stages. Experts have purposefully selected many experts in the qualitative section 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, implying that sampling will continue as long as sample members provide new components and ideas. In qualitative research, the research sample selection 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 research sample, and the

snowball sampling method was used to identify and select key informants. Experts finally approved it, 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- the content and the promotional value of GIF, 7. the competitive

environment of e-tourism, 8. the attractiveness of GIF advertising, 9- the acceptance of promotional messages, 10- the intention to shop online, and 11- the international growth of tourism. In the final step, selective coding is carried out to show the relationship 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 will be as follows:

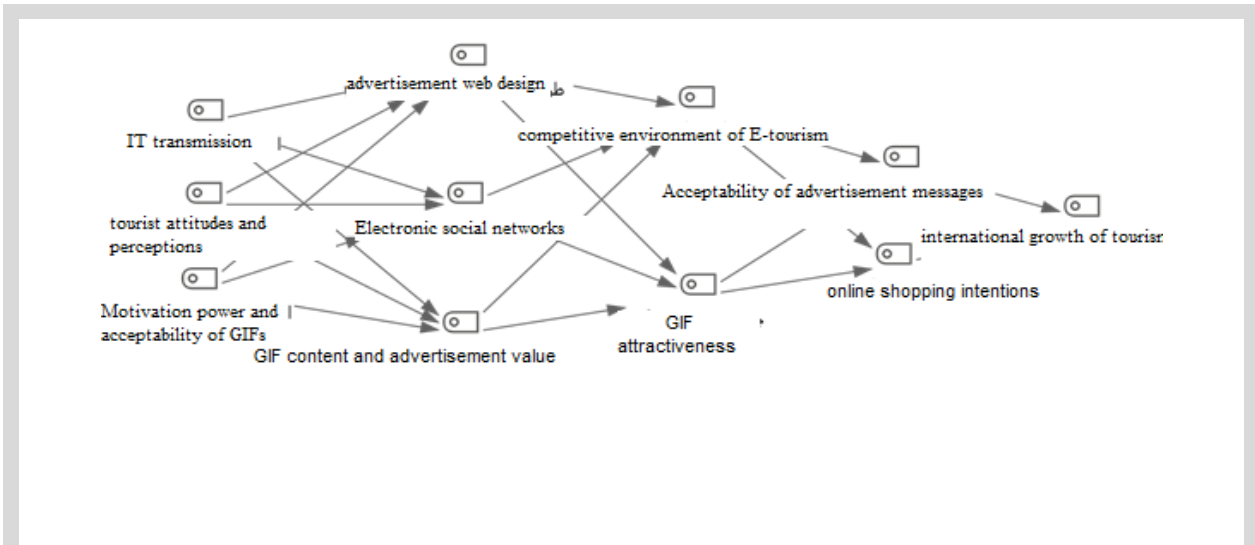


Figure 2. Selective coding and factors relation.

## 6.2. Delphi process and results report

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

Considering the mean of  $\geq 3$  (due to the 5-point Likert scale), we eliminated four indicators in the first stage of the Delphi and two indicators in the second stage of the Delphi due to having a mean below three; finally, 62 indicators were approved by experts. The results obtained from the three stages of the 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
Designing and delineating an online advertising model with an approach to GIF	IT transfer	1	Providing tourists with more options and more reliable resources through the spread of online technologies	2
		2	The transition of IT through social networks and national media	2
		3	Faster and more cost-effective delivery of services to tourists	2
		4	Consideration of a reliable call server	1

Concept	Components	No.	Indicators	Net Weight
marketing (case: oil and gas's industrial tourism hubs)	Tourist attitude and perception	5	Consideration of a section for press and advertisement	1
		6	Being rich in terms of pictorial and graphic items	1
		7	The concentration of tourism experiences	2
		8	The influence of many factors such as environment, family, and laws	2
		9	Direct or outsourced content analysis by the public sector	1
		10	Investigation and identification of customer behavior and attitudes using market research in the target market countries	2
		11	Conducting different surveys	1
	Motivation power and acceptability of advertisement GIFs	12	Experiences shared by family members and trustworthy friends	1
		13	Policies associated with religion, as well as important national and geopolitical matters	1
		14	The high score in platforms such as Trip Advisor and customer satisfaction	1
		15	The credibility and popularity of the media	1
		16	Providing customers with relevant and reliable information	3
		17	The adequate response to customer needs and desires	1
		18	Creativity and innovation in the tourism industry	2
	Advertisement website design	19	Visit-to-reservation conversion rate	1
		20	Designing a website based on the customer's interests (placement, color, font, and framing)	3
		21	Communication to purchase services	2
		22	Communicating with the website users (as potential tourists) and changing them to actual tourists	1
		23	Website content used to inform tourists	4
	Electronic social media	24	Mass marketing process	1
		25	Robust ICT infrastructure	1
		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 compelling content	7





Concept	Components	No.	Indicators	Net Weight
	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
	41	Iranians' tendency to grant hospitality to foreign tourists	1	
	GIF attractiveness	42	Providing the public sector with the facilities of the 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
		45	Selection of appropriate equipment with consideration of goals	2
	Acceptability of advertisement messages	46	Applying a goal-driven and comprehensive marketing strategy	1
		47	Knowledge of potential buyers during the advertisement message preparation process	1
		48	Knowledge of the product features and the applications during the advertisement message preparation process	1
		49	The vital role of advertisement campaigns in the introduction of brands for advertising purposes	1
		50	Development of a unique identity by creating brands in tourism destinations	1
		51	Enhancing the acceptability of advertisements by domestic and foreign tourists	3
	Online shopping intentions	52	Diversity of online products	1
		53	The critical 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 the mechanized life of humans	2
		56	Taking into account the critical role of correct introduction at the right time	1
	Growth and development of	57	Develop strategies to attract international tourists	1
		58	Following the countries with similar ecosystems and benchmarks	1

Concept	Components	No.	Indicators	Net Weight
	international tourism	59	Purposeful contribution to the global market concerning 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, Cronbach's alpha and composite reliability are all greater than 0.70, indicating the research variables' optimal reliability. 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 Larcker (1981) suggest using the extracted mean-variance (AVE) to measure 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

model's overall fit. Because this value is more than 0.35, it has a desirable value, and as a result, the overall fit of the model is confirmed. After determining the measurement models to evaluate the conceptual model of the research, ensure the existence or non-existence of a causal relationship between the research variables, and 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 parameter value lower than this is not considered necessary in the model, and values less than 0.05 for the p-value indicate a significant difference between the calculated value for regression weights. The output of the concept model using PLS software is shown in the following diagrams.

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.

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, the validity of the items' structure is confirmed. The relationship between the components is briefly described in the below table. According to Table 4, most of the paths in the model have a significance level greater than 1.96, and the relationships between them are favorable.

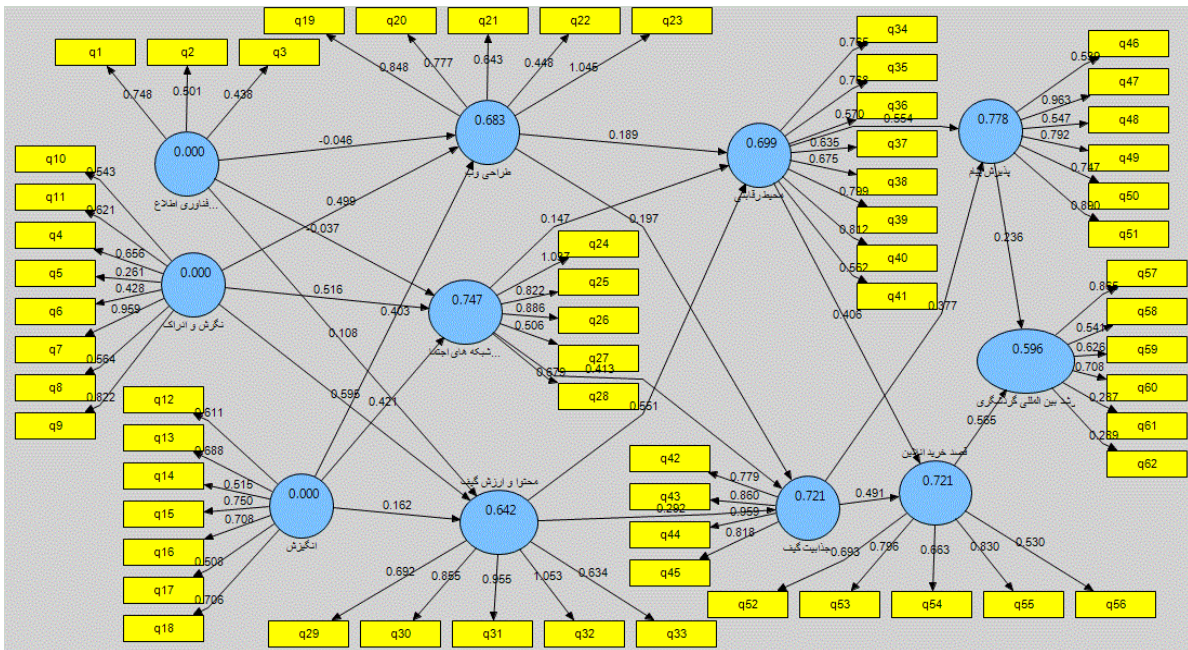


Figure 3. Standard measurements of the model.

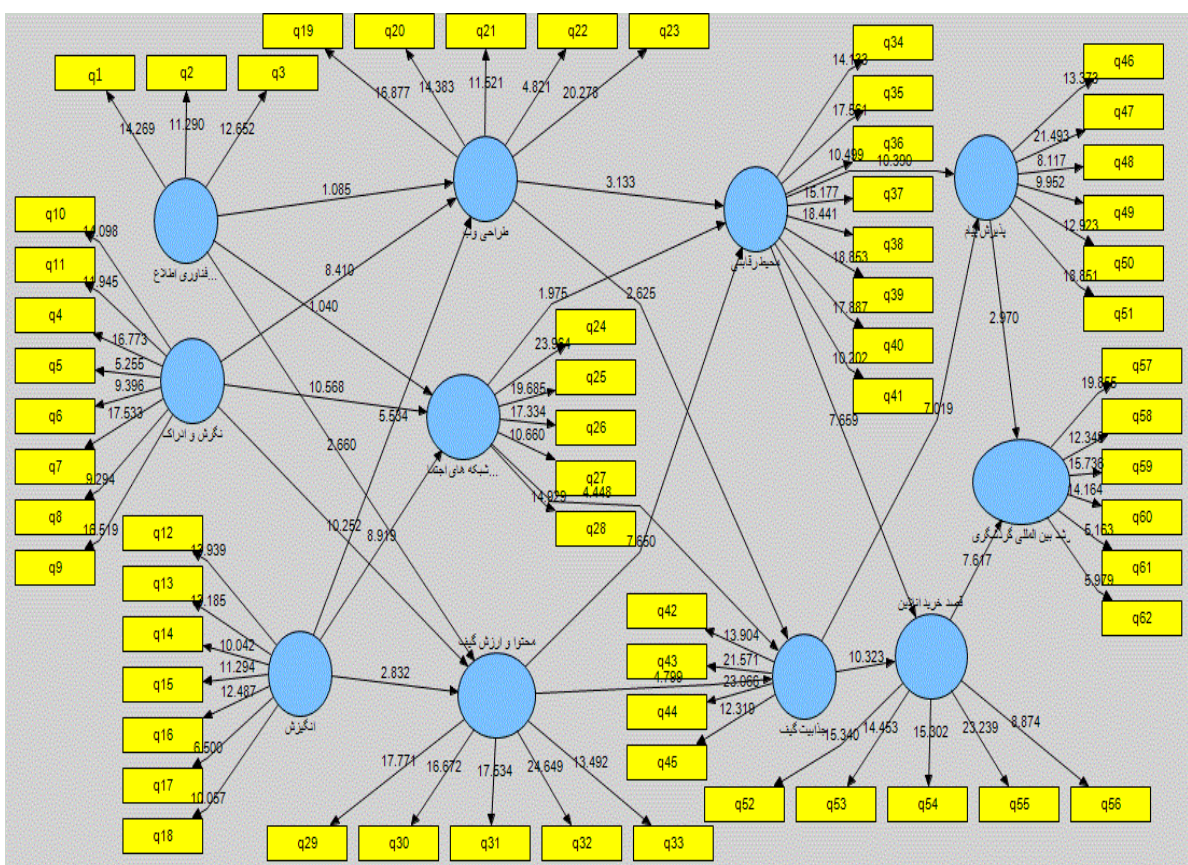


Figure 4. Measurements of the model in significance level.

**Table 4.** Relationships between components.

Path	Independent variable	Dependent variable	Coefficient	Sig.	Result
1 to 3	Information Technology	Web design	0.046	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	Competitive 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 measures 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. 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 predict the characteristics of the model's endogenous structures, indicating that if the relationships between structures are well defined in a model, the structures can sufficiently influence each other's characteristics; thus, the hypotheses are correctly confirmed.

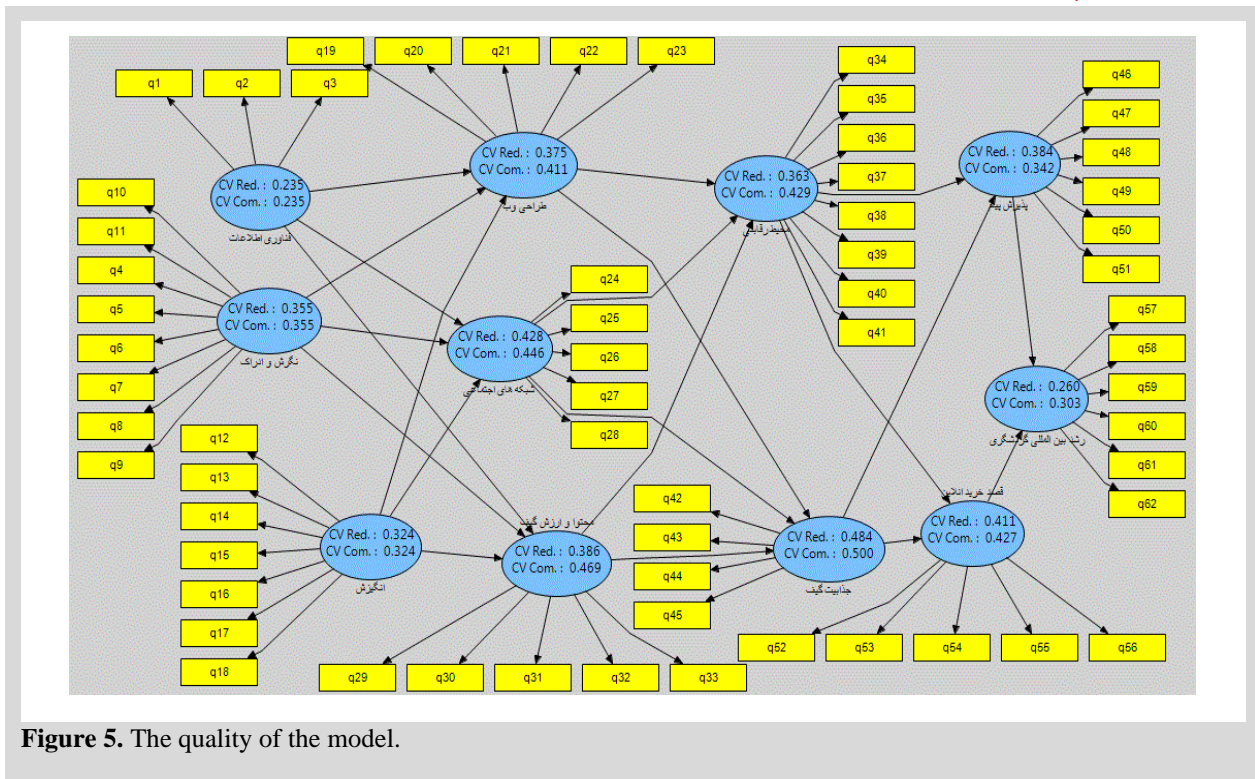


Figure 5. The quality of the model.

## 7. Results and suggestions

Components (causal factors, contexts, and outputs) of an online advertising model with GIF marketing approach in oil and gas 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 factual information to the customer; designing a website based on the customer's mental interests such as placement, color, font, and framing website content to inform tourists; producing attractive and practical 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 critical role of building trust for online shopping were extracted as the essential indicators. The validity, the reliability of the model based on PLS software, the value of AVE for latent variables are all greater than 0.5. Therefore, the convergent validity of measurement models is desirable.

Further, Cronbach's alpha reliability and hybrid reliability all have values above 0.7 and 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, so the overall model is valid and approved. Moreover, in the  $Q^2$  index, positive numbers showed more than 0.35, which showed the high predictive power of the model. Following 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 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 and laws on the attitude and perception of tourists address this issue by analyzing the direct content or the content outsourced by the public sector, examining the customer behavior and approach using market research in target market countries, and conducting various surveys. According to the motivational component of accepting advertising GIFs,

using the experiences quoted by family and trusted friends is recommended, 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. Using credible and popular transmission media, providing appropriate and factual information to the customer, providing an appropriate response to the needs and desires of customers, and using initiative, creativity, and innovation in the tourism industry are proposed. 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, 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 crucial issue. Following the component of electronic social networks, it is suggested that electronic social networks in this field should be expanded and developed by the extensive marketing process, creating a robust ICT infrastructure, gaining knowledge and expertise from the experience of bloggers, using organizations and companies of electronic social networks at a national level, and using electronic social networks in the private sector more than the public sector. In accordance with the content and promotional value of GIFs, it is recommended to create advertisements and experience-based marketing, to connect the user with GIFs, to consider the number and time of using GIFs, to consider the interests and tastes of audiences and users, and to produce engaging and valuable content, so as to create the desired content and promotional value of GIFs.

According to the component of the competitive environment of e-tourism, developing roads and axes and systems suitable for the movement of travelers and tourists, with the development of the ICT network, its very high penetration rate throughout, and the health tourism in the country, is proposed. Moreover, 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 favorably. 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. Following the component of accepting advertising messages, 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 roles are suggested. It is essential for advertising campaigns to introduce brands to present advertisements, create a unique identity by creating a destination brand, and increase the acceptance of advertising messages by the better acceptance of tourists internationally than domestically. According to the component of online shopping intention, it is suggested by creating a variety of online products, considering the critical 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 vital 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 to attract international tourists by formulating strategies, following the example of countries with similar ecosystems. Furthermore, benchmarking, with a purposeful presence in the global market based on the capacities and capabilities of the country and the tastes of other countries, pays for the international growth of industrial tourism by investing in attracting foreign tourists, by improving the level of political relations of the country of origin, and by correctly identifying and prioritizing the target market.

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 researcher's control because this research was conducted in a specific period that the researcher has chosen, and presenting the research results 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 with experts. 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 study's accuracy.

- 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 researcher cannot control the problems caused by the distribution of the questionnaire in the field of research and the reluctance of many people to answer the questionnaire

The present study can be applied to other research conducted in this field.

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