

The Impact of Road Advertisements on Iraqi University Students' Attitudes towards the Brand

Abd almuhsin salman khudher^a, ^a College of Media, University of Baghdad

The research aimed to identify the quality of public attitudes towards the functions of utility and knowledge and the values of entertainment and modernity that road advertising may achieve, so we can understand the reasons that led the public to take a certain direction towards road advertising in general, to identify the relationship of public trends with a range of variables such as demographic characteristics and the individual that the billboards of the most stimulants noticed in the course of leaving the house. The problem of the study is to identify the impact of road advertising, especially its modern image and after the introduction of technology on the public attitudes towards the brand of products, this study belongs to the descriptive studies and this study employs the method of media survey, and was chosen a deliberate sample of (300) single students from the third and fourth stages Being more mature, informed and knowledgeable and more knowledgeable and better able to answer the questionnaire questions than students in the first and second stages, the results of the study showed that there are many factors that affect the understanding and subject of advertising Methods, which in turn affect the attitudes of the public towards the brand, including in the first written version of the advertising where the written formula affects the understanding of the product and knowledge of information about it and in the second came the use of images and drawings or forms related to the product, it can be noted that there are no significant differences There is no correlation between dependence on road advertising and purchasing decisions of the brand. According to the gender variable also, which proves equal influence on both types of audience.

Key words: *demographic characteristics, communication activity, advertised commodities.*

Introduction

Road advertisements are the advertising means that are seen outside of homes or buildings, whose goal is to reach the public who is on the road advertisements by displaying a paid

summary advertising message from an advertiser to display them on certain sites on special installations that are built specifically for this purpose or implemented directly on the walls of buildings. Some installations may also be designed in a manner that allows them to be lit, for the purpose of helping to promote goods, services or ideas, and to support other advertising methods.

As the consumer today has a high level of rationality in his purchasing decisions as a result of exposure to you a tremendous amount of information about competing brands associated with the same commodity category as the perception of those involved in the field of marketing to the consumer, the consumer today checks the information provided to him and tries to compare it with the acquired information Through previous experiences or experiences of those around him, so shoppers try to present the advertisement in a manner that respects the consumer and addresses the mind in a literal way, as a result of intense competition between advertisers and the rational view of the consumer. The advertisement appeared as a new way of advertising through which the advertiser tries to present his products by comparing the features of his products with other related products the same commodity class.

Previous studies:

1 -Suhad Adnan Globe study 2006: (Suhad Adnan Al-Mutairi (2006)):

The study aimed to know the size of the Iraqi viewer exposure and his preference for the types of advertisements displayed by the Iraqi satellite channel. The study adopted the survey method and reached the following results:

- 1 .The most convincing type of advertising is one in which there is an exaggeration.
- 2 .The use of colors contributed to drawing consumer attention towards advertising.
- 3 .Repeating the advertisement contributes to keeping the name of the commodity on the mind of the consumer.
- 4 .The announcements made by granting the prize to the consumer contributed to encouraging them to purchase the advertised goods.

2 -Muhammad Rishk Kazim Study 2007 (Muhammad Rashk Kazem (2007)):

The study aimed to reveal the negative and positive trends of the Iraqi public towards the incoming TV advertisement and to identify the reflections of the Baghdad city audience for these advertisements, as well as to identify persuasive methods and the response provided by the advertising message and to thwart the basic reasons behind making the purchase decision with the Iraqi consumer. The study reached the following results:

- 1 -There is no difficulty in understanding the TV commercial coming from the Iraqi public.
- 2 -There are favourite times for the Iraqi consumer to view advertisements.
- 3 -The motives for viewing the advertisement for the Iraqi consumer are for entertainment, enjoyment and spending time.

3- Arsan Youssef Arsan 2008 study (Arsan Yousef Arsan Al-Zobaie (2008)

The study aimed to know the motives of producers to announce their goods and services and the extent of public interest in advertising. The study reached the following results:

- 1 -Advertising contributes to shaping the purchasing decision of the Iraqi consumer.
- 2 -The advertisement tempts the consumer to buy goods he does not need.
- 3 -Advertising contributes to introducing the consumer to goods and services.
- 4 -TV advertising is not bound by social values and norms.

4 -Marwa Mortada Mahmoud Al Hamamsi, 2019. (Marwa Mortada Mahmoud Al-Hamamsi (2019)

This study uses the experimental approach, and in this study the effect of the mental image of the brand is measured, where the experimental design of the study was built according to the variables of each of its assumptions. This study was applied to (120) subjects with (30) subjects in each group, and they belong to the Faculty of Arts at Ain Shams University from the first stage to the fourth stage, and the sample was drawn randomly. This experiment has led to a number of results, the most important of which are summarized as follows: The mental image of the brand affects the youth's tendency to advertise the products of this brand, and according to the following intermediate variables, the youth's awareness of the brand as an intermediate variable affects its tendency towards advertising the products of this brand. The youth's loyalty to the brand as an intermediate variable is influencing its trend towards advertising the brand's products. The degree to which young people are drawn toward the product as an intermediate variable influences its direction towards the branding of this product. The degree of product immersion as an intermediate variable influences the youth's tendency to advertise the product brand.

5 -Hind Muhammad Abdul Azim Talab, 2016. (Hind Mohamed Abdel-Azim Talib (2016).

The study aimed to determine the nature of the relationship between the value of the parent brand and its dimensions and the direction of the customer towards the extension, and also aimed at determining the nature of the relationship between the perceived compatibility between the parent brand and its extension on one side and the customer's direction towards the extension on the other side. The study used the descriptive analytical method, and it was applied to a regular random sample, where the sample size reached (360) clients, and the study relied on the survey list as a means to obtain data, a set of results was reached, the most important of which is a positive moral relationship between the value of the mother mark and only two of its dimensions (Perceived quality of the mark, loyalty to the mark) and the customer's direction towards the extension, the results also showed that perceived quality is more influential on the customer's direction towards the extension than loyalty to the mark, and the results also found a positive correlation between perceived compatibility between the mother mark and its extension from one side and the trend towards.

6 -Asmaa Gamal Ahmed Mohamed, 2016. (Asmaa Gamal Ahmed Mohamed(2016).

This study aimed to test the relationship between the perceived value of the customer and the mental image of the brand with the customer's loyalty to the brand in the presence of satisfaction with the brand as an intermediate variable applied to customers of mobile phone companies. Based on the study and analysis of previous studies, a survey list was developed to collect the preliminary data of the study, where It was distributed on a stratified random sample consisting of (400) individual students from the University of Assiut, and the study found a direct positive correlation between each of the customer's perceived value and the mental image of the brand as independent variables and the customer's satisfaction with the brand and its loyalty to it as dependent variables, as indicated by the existence of a positive relationship between the customer's satisfaction and his loyalty to the brand, as well as the mediation of the variable of satisfaction in the relationship of both the customer's perceived value and the mental image of the brand to the customer's loyalty.

7 -Study of Fatima Al-Zahraa Ibrahim Badr, 2015 . (Fatima Al-Zahraa Ibrahim Badr (2015).

The main objective of this study is to measure the correlation between brand credibility and customer commitment to mobile phone company products. It also determines the impact of brand credibility on a customer's commitment to mobile phone products. Finally, it measures the degree of difference in customer opinions regarding the customer's commitment to the products of mobile phone companies, according to demographic variables. The size of the selected sample was 384 singles, while the number of valid forms entered into the program reached 323, an estimated rate of 84.11% of the total sample size.

8 -Study of Ahmed Hassan Mohamed Musa, 2015, Ahmed Hassan Mohamed Moussa(2015).

The results of the study indicate that there is a positive moral relationship between cognitive correlation and behavioural correlation and emotional correlation as dimensions of correlation and directional loyalty as a dimension of loyalty to the mark, and the absence of a correlation between cognitive correlation and emotional correlation as dimensions of correlation and behavioural loyalty as a dimension of loyalty to the mark.

9 -Mohamed Ahmed Nabil El-Sayed 2015. (Mahmoud Abu El-Magd Kamel Mohamed (2013):)

The objectives of the research were to know how the perceived personality of the trademark is influenced by the customer on the extent of creating contentment and loyalty, as well as the customer's buying intent for this trademark to achieve these goals, the researcher has selected a sample of 400 singles from current and potential consumers of the electronics and home and electrical appliances sector in the Egyptian society.

10 -Mahmoud Abu Al-Majd Kamel Mohammed 2013 study. (Samir Mohamed Hussein (2006),)

The main objective of this study is to determine the nature of the relationship between the dimensions of the value of the mark and customer satisfaction from the point of view of the research community by using a phased model to measure the value of the mark, and data obtained through the survey conducted on a representative sample of clients of the Faculties of Commerce and Administrative Sciences were relied on Egypt (sample size for students is 382, faculty are 254, and officials in business organizations 384).

Comment on previous studies:

After we reviewed the previous studies, which in its entirety dealt with the effect of advertisements on the audience's attitudes towards the brand, we notice that this research differs from it in terms of the problem that was studied but agrees with it in terms of the brand's impact on the audience's trends and that the most prominent characteristic of this research is that it studies the process of exposure to road

The first topic:

Research methodological framework:

1 -The study problem

The problem of the study is determined in identifying the impact of road advertisements, especially with its recent image, and after the introduction of technology on the public's attitudes toward the brand of products, where the organization seeks from behind this type of advertisements to create a positive image of it and its commercial and non-commercial activities that it undertakes, and is aimed at that to enhance its reputation or standing in the mindset of customers, or in developing its relationship with the various parties that deal with it and not exclusively with consumers only as this relationship extends to suppliers, workers in the distribution channel, shareholders, workers in the organization, and the general community.

2 -The importance of the study

1 -This study is considered as guidelines that inform advertisers, marketers and road advertising designers about whether road advertisements need to be developed in their design, implementation and production or not? It explains the general trends towards road advertisements, which forms they prefer, and the reasons for this.

2 -Providing proposals on developing road advertising industry that may assist officials and relevant authorities in organizing road advertisements.

3 -There were many opinions about the failure of road advertisements to achieve their aesthetic goals and distort the environment surrounding the declaration, but without the existence of a scientific study that supports the validity of these views or trends, and then this study will examine the extent to which road advertisements achieve their aesthetic goals by measuring public attitudes toward organizational and aesthetic value.

3 -Study objectives

The objectives of this study can be identified in the following elements:

1 -Knowing the quality of Iraqi university students 'attitudes toward utilitarian and knowledge functions, and the value of entertainment and modernity that road advertisements may achieve, and by this we can understand the reasons that led the public to take a particular direction towards road advertisements in general.

2 -Comparing their attitudes toward traditional forms and their attitudes towards modern forms by identifying the degree of difference between their attitudes towards the values of beautification of the environment and the ability to attract attention and the function of knowledge. Thus, we can understand the reasons that led to the public's preference for any of the forms of road advertisements over the other.

3 -Knowing the audience's relationship to a set of variables, such as demographic features and the extent to which an individual considers billboards to be one of the most noticeable stimuli that he notices while leaving the house.

4- Study questions

1 -What are the directions of Iraqi university students toward road advertisements?

2 -What are the preferences of Iraqi university students for the types of road advertisements?

3 -What is the effect of exposure to road advertisements on Iraqi university students' attitudes towards brands?

4 -What is the extent of exposure of Iraqi university students to road advertisements and the impact of this on their attitudes towards brands?

5 -What is the impact of exposure to road advertisements on the purchasing decisions of Iraqi university students?

6 -What is the degree of attention to road advertisements by Iraqi university students?

5 -Study assumptions

1 .There is a statistically significant relationship between exposure to road advertisements and the trend towards the trademark of Iraqi university students.

2 .There is a statistically significant relationship between the extent to which the study sample relied on road advertisements and the purchasing decision of the trademark.

6 -Type of study :

This study belongs to descriptive studies that aim to depict, analyse, and evaluate the characteristics of a particular group towards a particular situation that is dominated by the characteristic of determining or studying the current facts related to the nature of a phenomenon or a specific situation or a group of people or a group of events or a group of situations in order to obtain sufficient and accurate information about her (Samir Mohamed Hussein (2006),

7 -Curriculum:

This study employs the media survey method, which represents an organized effort to obtain data and information, descriptions of the media phenomenon in its immediate situation with a view to forming the basic base of data and information required in the field of specialization and that it represents the best method and method for collecting information and presenting data in a form that can be used (Mohamed Abdel Hamid(2000).

8 -Study community :

An intentional sample was chosen from the third and fourth stage students, because they are more mature, aware, and knowledgeable, and they have more knowledge and knowledge and enable them to answer the research question questions better than the first and second stage students.

9 -Study Sample:

The researcher increased the number of questionnaires with a total of 10 research forms on the basic total of the number of forms 310 forms until the total distribution reached 300 forms to avoid the researcher making mistakes and after the actual application of the study 10 research forms were excluded because of their statistical errors, until they reached the total of the correct forms The final of the study are 300 valid questionnaires with 150 items equally (male and female) from the third and fourth students.

10 -The data collection tool

Survey form:

The researcher used it in the field study to collect information from a sample of students from the Faculty of Information, University of Baghdad, starting from the month of 2/1/2020 to 1/22020 and was applied in a personal interview method.

11 -Search terms:

1 -Road advertisements: These are advertisements that the consumer can see on the road and in the fields and their aim is to reach the public by displaying an advertising message in specific locations and in forms specifically designed for this purpose that contribute to the promotion of goods and services.

2 -Direction: It is a positive or negative response to people, subjects, attitudes, goods, or services that occur as a result of a state of mental and nervous readiness that is reached through experience or experience.

3 -Trademark: It is a word, name, logo or symbol that contains a picture and address that are placed on the commodity to distinguish it from other competing goods.

The second topic

Research Knowledge Framework:

Firstly/

Origin of road advertising:

This advertising medium began to appear from ancient times in the form of banners that are placed at the entrances of commercial stores, then the scope of their use expanded to become streets and then cities to indicate places of goods and products, then advertisers expanded the use of signs in separate places in cities and cross road advertisements to announce establishments and their products, and there is no country that does not exist Its streets and transportation means are limited to the types and forms of external advertisements, especially in developing countries that many companies resort to road advertisements due to the high cost of advertising in other means. Road advertising is one of the oldest means of advertising as well as achieving a set of goals, being unique to several features of which: (Ali Falah Al-Zoghbi (2009).

1. Flexibility: a group of banners covering the market as a whole or covering specific markets can be tailored.
2. The presence of a moving audience: they see banners and posters as they move from one place to another, and the individual may be on his way to purchase a specific good or service, and in this way road advertisements help the consumer choose the brand of the good or service he wants to obtain.
3. The individual was exposed to the same advertisement many times while using advertising banners.
4. The relative absence of competitors 'advertisements: In most cases, the advertising banners of a particular company can be isolated from the advertisers' advertising media.

The large outdoor billboards and posters that are seen on the most successful highways are those that contain large words, and the advertiser must balance the range of different possibilities in choosing the site, not every suitable place, as important sites may not have the same degree of importance to advertisers, given The nature of the commodity or service advertised, as well as the crowding of the advertising site in many advertisements, may not

make it over time the best sites due to the competition of a large amount of advertisements to attract the attention of consumers in one site. (Hanan Youssef (2009).

The paper title is changed, and the advertiser can direct more than one advertisement message on more than one commodity, and attract attention to this type of advertisement through the movement element, and in this way we find that images and drawings have a greater impact on human insight, as psychologists say, in their expressions they are better from the words, faster and more efficient in delivering a message or idea and the eye takes the picture faster than the written sentences as it enters the memory and proves faster than the phrases.(Abdul-Jabbar Mandeel(1973).

Second: Road advertising formats:

There are two types of road advertising (Safwat Mohamed Al-Alem(2004).

- 1 -Advertisements of traditional shapes.
- 2 -Advertisements of modern forms.

Among the traditional advertisements are the following:

A - Posters: It is the protection of printing the advertisement on one sheet or several sheets of paper and then pasting them adjacent to the wooden fittings that are prepared for that. Posters are forms that are used to announce cinematic films, theatrical shows, exhibitions, conferences and festivals. Posters are still one of the most widely used forms of road advertising abroad, especially in small cities and in the United States, as there are approximately 210,000 posters that generated an income of 630 million dollars in 1990, and in England there are 2000,000 posters sites distributed in most English cities and sizes Different (Qahtan Badr Al-Abdali(1999).

B- Painted displays:

The ones that are drawn and prepared by the artists and include a variety of them:

First: The advertisements drawn on the panels: where they take a certain shape and the required surface is drawn up with special materials so that the advertisement can be drawn directly on the surface and the computer has been inserted in the work of these panels and the methods of display and lighting. Advertising billboards are divided into two types (Hathwick, Meivins(1981).

Second: Painted Walls:

They draw the advertisement directly on the walls of the building. Not every wall is suitable for painting; it must be prepared for this purpose. The wall here refers to the empty space on one side of the building, which is usually the side or back walls of the building that passers-by can easily see. So that these walls are free of openings as possible. The advertisements on the walls differ in size and shape, according to the size and shape of the building (Thamer Al-Bakri (2008).

C. Electric Spectaculars

It is usually held in the main fields, whether on the façades of buildings or on the roofs of buildings erected in the strategic location with clear visibility in the areas where traffic is frequent. It is noted that these large-sized fixed-site advertisements use lighting and motion effects to attract attention, and loud times are used to achieve this. It is divided into two types: (Mahmoud Assaf(1977).

- 1 .Neon Signs: It is a tube of glass that takes the forms of letters or graphics that make up the content of the advertisement message from advertising text, logos or trademarks. These advertisements are lit with certain colors, and the advertisement may be accompanied by movement or be fixed.
- 2 .Signs on light poles are lanterns that are fixed to lighting poles or special poles, and the lantern is made of glass or plastic.
Lanterns built on lighting poles are more used by advertisers due to their relatively low cost relative to the size of the large quantitative coverage that can be achieved for most parts of the target market by placing many lanterns
- 3 .Advertisements of modern shapes:

These advertisements are divided into a group of forms:

a . Advertising billboards in the form of a cylindrical metal.

They are billboards placed high on a stand in the form of a large concrete cylindrical and installed on a concrete base installed on the ground.

b. Triple Animated Advertisements:

The names of this form differ, as some call it the prismatic advertisement, and that is because the outer surface of the billboard is long, triangular columns on a prism form, and there are three faces bearing three advertisements. These columns revolve around themselves each between one periods to another, i.e. every few seconds or minutes, thus exchanging the display of these advertisements one by one. Some call it a triple advertisement because it bears three advertisements and others call it a flipchart or

animated ad faces.

c. Advertisement in the form of 3 x 4 m:

It is a rectangular advertising face surrounded by an aluminium or iron sheet size of 3 × 4 and fixed to an iron column fixed to the ground. The advertisement may bear one or two sides. It may carry three animated advertisements.

Luminous shapes: include

1 .Light Box:

It consists of a box of plastic around which a frame of iron or aluminium or plastic and its interface is made of transparent white glass, or acrylic glass and the advertisement is placed inside of it and illuminated from the inside.

2. The Succette

It is a French design for a lighted advertisement inside a lantern or an aluminium box or lamp, and it is seen from both sides, mostly from transparent plastic, and is fixed to the ground on both sides of the road or on the central road island.

3. Lab Announcement:

Modern design that is similar to the suits in the area, lighting, location and methods of implementing the advertisement, but on a higher level of the ground as it is installed on a pipe with a height of 190 cm (Mona Saad Al-Hadidi(2002).

4. Light-emitting Diodes Laser Advertising:

This advertisement will be in the form of small balls illuminated by the laser, and the laser usually emits a red color in one line, and the advertisements executed by the laser are relatively high costs.

5 .Television screen:

This format is similar to the TV screen, and it contains an electronic memory that holds a number of different advertisements, which are displayed consecutively according to a specific program. The movement of the image sequence is relatively slow so that passers-by can realize the advertising message.

e. Circular advertising on a column:

This shape appeared in the year 2000 AD and the advertisement is circular in shape and attached to a holder bearing an indicative sign to head to one of the streets, and the advertising message carried by this form is very limited with Ln Floatable 3D Creative Ad Designs:

It is divided into the following:

- 1 -Advertising balloon filled with hot air.
- 2 -Advertising balloon filled with cold air.
- 3 -An advertising balloon formed upon the request of the advertiser.
- 4 -A balloon shaped like a ball filled with helium gas.

- 5 -A small balloon ad filled with helium gas.
- 6 -Stereogram on billboard (Mona Saeed Al-Hadidi(2008)).

Third: Road advertising properties:

- 1 .Good, innovative and exciting design.
- 2 .Simplicity in proposing the idea and the advertising message.
- 3 .The ability to confine it to a specific region or place according to the advertiser's requests and budget.
- 4 .It is fixed or mobile according to the desire of the advertiser, in agreement with the authority responsible for publishing advertisements.
- 5 .Use on local, national, national and international levels (Bashir Abbas Al-Alaq, Muhammad Rababah(2002)).
- 6 .Allow extensive distribution of the advertising message.
- 7 .Characterized by wide geographical advertising coverage.
- 8 .The possibility of repeated viewing and viewing of them in the case of lack of careful attention to it the first time.
- 9 .Especially suitable for consumption goods and services
- 10 .Economical in costs because it carries long-lasting messages (Thamer Al-Bakri (2008)).

Fourth: The advantages and disadvantages of road advertisements:

First: The advantages of road advertising Thamer Al-Bakri: Marketing(2006):

- 1 .It is large in size and striking from afar.
- 2 .People watch it with different colors and classes, not just reading newspapers or movie-goers.
- 3 .Its cost is low because it does not require much effort in designing and directing.
- 4 .There will be little competition by other means.
- 5 .High GPA in exposure to advertising message.
- 6 .Flexibility to use certain sizes commensurate with the message.
- 7 .Coverage of a targeted geographical area.
- 8 .The use of attractive colors in advertising.

Disadvantages of road advertisements:

- 1 .You need continuous maintenance due to weather factors, especially for the paintings, both traditional and modern.
- 2 .It is only suitable for displaying little information about the advertised good or service.
- 3 .The potential effects of road advertisements in it relate to drivers' behaviour issues

- 4 .The possibility of confusion with any sign or traffic signal or light interference with the air traffic beacon (Khalil Sabat(1969).
- 5 .The limited geographical area in which exposure to the message occurs.
- 6 .Lose their value if they stay for a relatively long period of time and become unattractive
- 7 .High cost in case of wanting to achieve a wide national geographical coverage.

Fifth: Factors that increase the importance of road advertisements:

The methods are:

- 1 .Vision: The width of the display should be at the level of passers-by, but the degree of height of the facade on the surface of the ground may depend on the nature and type of objects displayed.
- 2 .Lighting: The display windows must be equipped with special lighting, in order to avoid the light reflections that often pass by the eyes of passers-by, whether at night or during the day.
- 3 .Size: If the advertisement wants an aesthetic investigation by displaying a large number of similar things and it is necessary to use large interfaces, and if it is to display one thing or a few disparate things it is better to use small interfaces to prevent the distraction of passers-by. (William (2007).

Sixth: Road advertisements in Iraq:

The first press established in Baghdad was the Dar Al Salam Press in 1930 and its presence had a direct impact on the development of the advertising poster. It was based on the technology of zincograph and the beginning of the printed poster advertisements was in 1940 when the first advertisement of a poster printed by the silk screen appeared by the artist Jawad Salim. Polish named Polish

Subsequently, commercial poster advertisements for Al-Shathat Al-Shami and Vegetable Oil Company appeared in 1949, then the first cinematic poster for the movie (Living Heritage) produced by the Iraq Petroleum Company appeared in 1950, and in 1957 a poster was issued for the Iraqi art exhibition by the artist Jawad Salim, then in 1959 it became The Fine Art Gallery is the first exhibition of its kind for advertising in the streets. Then, the Iraqi Film Group announced through the poster advertisement in 1967, then an exhibition was held for advertising in 1970, and in 1974 there were advertisements with indicative, educational and educational implications (Khalil Ibrahim Hassan(1988). In the 1990s, the road advertising in Iraq entered a new stage, which is Using the Flex in printing and in the period between 2000 - 2003 advertising companies knew the optical letters used in making the advertisement, which were on the facades of buildings for commercial stores. After 2003, road advertisements in Iraq witnessed a qualitative shift in the advertising

industry and its output. The companies were able to obtain the electronic materials used In the process of producing the advertisement, it was adopted in terms of output in road advertisements on the computer by 100%, and laser beams were used in the field of advertising and design. Electronic display screens and using the computer appeared in the design of advertising through multiple programs such as Photoshop and other programs, so that it became possible to create effects in advertising design that are difficult to achieve by manual drawing. (Muhammad Dawood Salman(2012).

The third topic:

General results of the field study

Table No. (1) audience's exposure to road advertisements

ratio %	K	Exposure level
93.3	280	Always
6.3	19	Sometimes
0.3	1	Scarcely
100	300	Total

It is clear from the previous table that the level of public exposure to road advertisements has always increased by 93.3% in the first place, and then the exposure sometimes comes in the second rank, with a large difference of 6.3%, and finally, exposure is rare by 0.3%, which is a weak percentage.

Table No. (2) The number of hours the public exposed to road advertisements

ratio %	K	Number of hours the audience was exposed
79.7	239	Two hours or more
16	48	One to two hours
4.3	13	Less than an hour
100	30	Total

It is clear from the results of the previous table that the number of rumours of public exposure to road advertisements increased by more than two hours per day by 79.7%. This may be due to the nature of the exit of the study sample to the university daily and the increased opportunity for exposure to road advertisements continuously while it comes from an hour to less than two hours in the second place by 16 % while it comes less than an hour in the last place by 4.3%.

Table No. (3) Number of times exposure to road advertisements exposure

ratio %	K	Exposure times
92.3	277	More than once a day
5.7	17	Once a day
1.3	4	Once every few days
0.7	2	Once a week
100	30	Total

It is clear from the data of the previous table that the number of times the study sample was exposed to road advertisements, as the number of exposures came more than once a day in the foreground as it represented 92.3% of the sample size, then the rate of exposure once per day is 5.7%, then once every few days 1.3% Finally, once a week, 0.7%.

Table No. (4) The effect of exposure to road advertisements on the attention of the trademark study sample.

ratio %	K	Exposure effect
59.7	179	Yes
25.7	77	Sometimes
14.7	44	No
100	300	Total

It is clear from the data of the previous table that the study sample agreed that there was attention drawn to the brand by 59.7%, and in the second place came sometimes a attention caught by 25.7% while 14.7% answered that there is no attention.

Table No. (5) The effect of exposure to road advertisements on the attitudes of the public towards the brand.

ratio %	K	Extent of influence
63.7	191	Yes
34	102	Sometimes
2.3	7	No
100	300	Total

It is clear from the data of the previous table, the public's approval of 63.7% that continuous exposure to road advertisements affects their attitudes towards the brand of products, and 34% of the public answered that sometimes they are affected by these advertisements, while 2.3% of the study sample saw that they were not affected by these advertisements.

Table No. (6) The extent to which road advertisements drew the attention of the study sample towards trademarks.

ratio %	K	The extent of attention
81 p	244	It draws my attention very heavily
14h	44	Somehow caught my attention
4	12	Never get my attention
100	300	Total

The previous table shows the importance of road advertisements in drawing the public's attention to different brands, with 81.3% clarifying that road advertisements are working to draw their attention very significantly, while 14.7% of the study sample replied that they attracted their attention to any extent by 14.7%.

Table No. (7) The formal and objective elements that attract the attention of the public when exposed to road advertisements, which affects their direction towards the brand.

ratio %	K	Formal and substantive elements
69.3	203	Title of the advertising message
56.3	165	The volume of advertisements is on the way
39.9	117	The used logo or the advertised brand
37.2	109	Animation and photographs
22.5	66	Celebrities use advertising
9.9	29	Idea of advertising
293		Total

The previous table shows the formal and objective elements that attract the attention of the public when exposed to road advertisements, which affects their direction towards the brand. In the forefront of which was the title of the advertising message in the first place by 69.3%, and in the second place the volume of advertisements on the road came in by 56.3%, and in the third place comes the used logo Or the brand announced by 39.9%, and in fourth place comes animation and photographs 37.2%, and in fifth place comes the use of celebrities in advertising with 22.5%.

Table No. (8) Most brands of goods and services that the study sample prefer to watch through road advertisements.

ratio %	K	Most brands of goods and services
57.7	173	Food goods and drinks
23.7	71	Electrical Tools
22.7	68	Clothes and shoes
21	63	Fashion and cosmetic
8	24	Banking services and transactions
6.3	19	Medical and treatment services
100	300	Total

The previous table shows the most important brands that the study sample prefers to follow through on road advertisements. Commodities and food beverages led by 57.7%, and second came electric appliances by 23.7%, and third came clothing and shoes by 22.7%, and fourth came fashion and cosmetics by 21 %, and these results show the public's interest in the raw materials for life in the priorities of its interest list.

Table No. (9) Factors affecting the understanding and clarity of road advertisements for brands.

ratio %	K	Factors affecting the understanding and clarity of road advertisements
55.3	166	The formula in which the ad is written
45.3	136	Use of images, graphics, or figures related to the product
43	129	The language used in the advertisement
36.7	110	Availability and clarity of information on the declared goods and services
33.7	101	Clarity of prices for goods and services and how to complete the purchase
33.3	100	The ability to communicate with the advertiser and answer my questions
22	66	The ability to repeat watching the ad
100	300	Total

The results of the previous table showed that there are many factors that affect the understanding and subject of road advertisements, which in turn affect the attitudes of the public towards the brand, including in the first place by 55.3% the formula in which the advertisement is written, as the formula in which the advertisement affects the understanding of the product and knowledge of information about it and the rank The second came the use of images and graphics or shapes related to the product at 45.3%, and in the third place came

the language used in advertising at 43%. In the fourth place came the availability and clarity of information about the goods and services advertised by 36.7%. In the fifth place came both the clarity of the prices of goods and services and how to complete Buying and the ability to communicate with the advertiser and answer my questions by 33.7% and 33.3%. In the last place, the possibility of repeating the advertisement came to 22%.

Table No. (10) The effects of the study sample exposure to road advertisements towards the trademark

standard deviation	Arithmetic mean	The response						Phrase
		No		so far		To some extent		
		ratio %	K	ratio %	K	ratio %	K	
0.989	3.74	9	27	46.7	140	21	63	Draw my attention while on the way to different brands
0.913	3.73	7	21	44	132	19.7	59	Advertisements alert me to know the details of the advertised service or product
0.909	3.50	12	36	44.7	134	10.7	32	Help me make a better appreciation of the advertised services and products
0.952	3.27	19.7	59	23.3	70	12.7	38	Help me discover the features of the advertised service or product
0.886	3.18	14	42	21	63	8.7	26	It raises my need for services or products that have not been used before
1.124	3.16	10.7	32	32.3	97	22.7	68	It advertisements me to form a point of view about the services or products advertised
0.992	2.83	18.7	56	39.7	119	6.3	19	Advertisements that use to compare with other services or products make me know the differences between them
1.091	2.82	15.3	46	34.3	103	9.3	28	The idea of the new advertisement convinced me of the service or product and I liked it.
1.153	2.69	35.7	107	15.7	47	8.7	26	The advertisements provide sufficient information about the services or products advertised
1.008	2.33	4.7	14	47.3	142	7.3	22	The advertisements help me to compare the advertised brands

The results of the previous table show the extent to which the study sample was affected by following up the road advertisements towards the trademark, where a large percentage of the study sample showed that it is greatly affected by these advertisements, and it came in the first place that it is working on "drawing my attention while walking on the road to different brands" and the advertisements help me on the comparison between the advertised brands "by 47.3% and 46.7%, respectively, perhaps due to the modern technologies used in the production and design of these advertisements, and in the second place came" helps me in making a better estimate of the services and products advertised "by 44.7% as there is diversity In the services provided and the products that are announced and there is a great competition between advertising companies in highlighting and attracting the attention of the public, came in the third rank "advertisements raise my attention to know the details of the service or the product advertised" by 44% and in the fourth place "pushes me to form a view on services Or products advertised "at 32.3%, while 35.7% of the study sample did not agree

that the advertisements provide sufficient information about the services or products advertised, and it may be due As to the limited space and possibilities.

Table No. (11) Scale of the direction of Baghdad University students toward the brand as a result of exposure to road advertisements

ratio %	K	Direction meter
75.7	227	positive
19.7	59	neutral
4.7	14	negative
100	300	Total

It is clear from the results of the previous table that the direction of the study sample was positive in the first place by 75.7% towards road advertising, while the neutral trend came in 19.7% of the study sample and in the last place the trend was negative by 4.7%. This indicates the importance and extent of public interest in following up and relying on road advertisements.

Test the results of the study hypotheses- :

Table No. (12) Ka2 test for the pairing tables to study the statistical significance of the relationship between the study sample exposure to road advertisements and their attitudes toward the brand according to the type of respondent.

Level of significance	Degree of freedom	Ka 2	Type		Dependent variable
			Female		
0.723	1	0.189	194 48.5%	Exposure	Exposure

It is clear from the previous table that the value of Ca2 (0.189) at the degree of freedom 1, and the level of significance (0.723), and this confirms that there are no statistically significant differences between the study sample exposure to road advertisements and their attitudes towards the brand according to demographic variables according to gender variable.

Table No. (13) Ka2 test for the pairing tables to study the statistical significance of the relationship between the extent of the study sample's dependence on road advertisements and the purchasing decision of the brand according to the type of respondent.

Level of significance	Degree of freedom	Ka2	Type		Dependent variable
			Female		
0.369	3	3.321	116 29%	206 51.5 %	Accreditation

It is clear from the previous table that the value of Ca2 (3.321) is at the degree of freedom 3, and the level of significance (0.369), and this confirms that there are no statistically significant differences between the extent to which the study sample relied on road advertisements and the purchasing decision of the brand according to the type of respondent.

Conclusion

The results of the study showed that there is a clear and noticeable interest in developing road advertisements because of their great importance to the public as people spend a great time on the road advertisements going to their business or university and with clear technological development, industry techniques have been developed and submission of road advertisements to become more attractive and attractive and interesting. That there are many factors that affect the understanding and the subject of road advertisements, which in turn affect the audience's attitudes towards the brand, including in the first place the form in which the advertisement is written.

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