



## Interpretive structural model of drivers of Business Development in Iran: Leveraging AI-Based Digital Platforms

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### Abstract

**Purpose:** The aim of this study is to model the drivers shaping the development of businesses in Iran. We seek to understand the factors and drivers that have a potential impact on business development through the use of digital platforms based on artificial intelligence. This research attempts to provide guidance by analyzing these drivers, enabling businesses to consider improvements and developments using modern technologies and artificial intelligence.

**Method:** The research methodology is of an exploratory mixed type. The theoretical population includes experts experienced in business, digital platforms, and artificial intelligence, and 20 of these experts were selected through purposive sampling. Initially, a literature review identified influential factors in business, focusing on digital platforms and artificial intelligence. Subsequently, through binomial tests and interpretive structural modeling, the influential factors were confirmed, ranked, and their interrelationships defined. Tools used included questionnaires and standardized pairwise comparison tests, validated and reliability-tested according to expert opinion and paired sign tests.


**Findings:** The drivers of smartization (A2), business transformation and productivity enhancement (A12), and sustainable production and pollution control (A19) have a higher impact and influence than other drivers and will play a significant role in the future of digital business.

**Conclusion:** This research demonstrates that the development of businesses utilizing digital technologies and artificial intelligence can be enhanced in the future. Smartization, business transformation, and sustainable production are among the macro factors that will significantly impact the future of businesses. Measures such as pollution control and resource efficiency are also of great importance. These drivers can provide effective strategies for economic and social transformations in Iran.

**Keywords:** Artificial Intelligence, Digital Platforms, Futures Studies, Business

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## Introduction

The proliferation of media channels and the intense competition within commercial advertising demand a deeper understanding of the strategies that effectively capture consumer attention. This research aims to formulate and validate a model for enhancing the effectiveness of advertisements in commercial media, grounded in both theoretical frameworks and empirical findings from prior studies.

The theoretical basis of this research is anchored in the Attention Economy theory, which posits that in a world saturated with information, consumer attention is a scarce and valuable resource that advertisers must strategically capture (Davenport & Beck, 2001). Furthermore, the Elaboration Likelihood Model (ELM) provides insight into the processes by which persuasive communications achieve their effects, suggesting that advertisements can persuade consumers through either central or peripheral routes, depending on their level of involvement and motivation (Petty & Cacioppo, 1986).

Reviewing the literature reveals a significant investment in understanding consumer behavior and the dynamics of effective advertising. For instance, studies have shown that the strategic use of visuals and auditory cues can significantly enhance the recall and attractiveness of advertisements (Scott & Batra, 2003). Moreover, recent research by Mohammadi et al. (2020) underscores the necessity for ads to not only attract attention but also engage consumers on a deeper level to foster brand loyalty and influence purchase decisions.

This study poses several key questions:

What elements of an advertisement are most effective in capturing and sustaining consumer attention in commercial media?

How do different media platforms affect the efficiency of these advertising elements?

Based on the literature and the theoretical frameworks mentioned, this research hypothesizes that:

Visually and auditorily appealing advertisements are more effective in capturing consumer attention than those without such features.

The congruence between the advertised message and the media platform enhances the effectiveness of the advertisements.

To explore these hypotheses, the research employs a mixed-methods approach, incorporating both qualitative insights from industry experts through interviews and quantitative validation through a structured survey among senior managers. This comprehensive approach allows for a nuanced

understanding of the dynamics at play in effective advertising strategies in commercial media.

## **Methodology**

This study adopted a mixed-methods design, integrating both qualitative and quantitative research methodologies to explore how advertisements can effectively attract attention in commercial media. The qualitative phase involved in-depth interviews with 14 experts in the fields of marketing and advertising, utilizing a grounded theory approach for data analysis (Glaser & Strauss, 1967). This phase aimed to develop a comprehensive model based on the insights gathered from experts, which was later quantitatively tested using structural equation modeling (SEM). A custom questionnaire, based on the model developed from the qualitative findings, was distributed to 217 senior managers across various industries. The quantitative data were analyzed using Smart PLS, a software tool known for its robustness in handling complex models and non-normal data distributions.

## **Results**

The research findings underscore the multifaceted nature of effective advertising in commercial media, elucidating how different elements contribute to attracting and retaining consumer attention. The study successfully integrated both qualitative insights from industry experts and quantitative data, providing a robust analysis of advertising effectiveness.

**Qualitative Results:** The qualitative phase, utilizing grounded theory methodology, identified crucial elements within advertising content that significantly influence consumer attention. The analysis yielded a sophisticated model consisting of 92 open codes, 7 axial codes, and 1 core category. These elements span from visual aesthetics, such as color and design, to auditory features like music and voice tone. The experts highlighted the importance of emotional appeal and relevance of content to the target audience, which aligns with the principles of the Elaboration Likelihood Model (ELM).

**Quantitative Results:** The quantitative analysis reinforced the qualitative findings through structural equation modeling (SEM). The model tested was robust, showing high reliability and validity metrics. Key findings include:

- **High Impact of Visual and Auditory Appeals:** Ads that utilize high-quality images and strategic sound elements significantly outperform others in capturing attention.

- **Media Congruence:** The effectiveness of advertisements is significantly enhanced when the ad content is congruent with the chosen media platform. This supports the hypothesis that alignment between message and medium is crucial.

**Graphical Representation:** The research incorporated diagrams to illustrate the relationships between the model's variables, where path coefficients demonstrated strong influences of selected media characteristics on advertising effectiveness.

The findings indicate that successful advertisements are those that effectively utilize both visual and auditory cues to engage the consumer. This engagement is not merely about capturing fleeting attention but involves sustaining interest and fostering emotional connections, which are crucial for deep processing under the ELM framework. Additionally, the importance of media congruence suggests that advertisers need to carefully consider the choice of media to align with their advertising content, which is crucial for maximizing the impact of their advertising spend.

This study contributes significantly to the field of advertising by providing empirical evidence on the elements that enhance advertisement effectiveness in commercial media. The validated model offers a practical framework for advertisers to design more effective advertising campaigns by emphasizing the quality of sensory cues and the strategic alignment of content with media. Future research should explore the long-term impact of these advertising strategies on brand loyalty and consumer behavior in a more fragmented media landscape.

**Recommendations:**

Based on the findings, it is recommended that advertisers:

1. Enhance the sensory quality of advertisements by investing in high-quality visuals and tailored auditory elements.
2. Ensure the alignment of advertisement content with the media platform to maximize relevance and impact.
3. Continuously test and adapt advertising strategies to keep pace with evolving consumer preferences and technological advancements.

## **Conclusions**

This study embarked on a mission to elucidate the dynamics of effective advertising in commercial media, with an emphasis on identifying the elements that most significantly attract and retain consumer attention. Grounded in a comprehensive theoretical framework and robust empirical analysis, the research aimed to validate a model of advertising effectiveness that integrates both sensory appeals and media congruence.

The findings of this study are in line with the theories proposed by the Attention Economy and the Elaboration Likelihood Model (ELM), confirming that advertisements which effectively employ sensory cues such as compelling visuals and engaging auditory elements are more likely to capture and maintain consumer attention. Moreover, the research affirmed the hypothesis that alignment between the advertising content and the media platform significantly enhances the advertisement's effectiveness. This alignment ensures that the advertisement's design and message are appropriate for the platform's typical audience, which enhances the ad's relevance and impact. The study's results resonate with previous research that emphasizes the importance of quality and congruence in advertising but extends these concepts by providing a quantified model of how these elements interact to enhance advertising outcomes. For instance, the structural equation modeling (SEM) used in this study not only confirmed the significant impact of visual and auditory quality on consumer attention but also highlighted the critical role of media-specific customization.

**Recommendations:** Based on these findings, the study recommends the following strategies for practitioners in the field of marketing and advertising:

1. **Invest in Quality:** Enhance the sensory appeal of advertisements by investing in high-quality visuals and sound. This not only captures attention but can also help sustain it, leading to greater consumer engagement.
2. **Customize for Media:** Tailor advertisement content to align with the characteristics and audience of the chosen media platform. This targeted approach ensures that the ad resonates more effectively with the audience, increasing its impact.
3. **Continuous Adaptation:** Regularly update and test advertising strategies to adapt to changing consumer preferences and technological advancements. This proactive approach can help maintain the relevance and effectiveness of advertising campaigns.

In conclusion, this research provides valuable insights into the components of effective advertising and offers a validated framework that can help advertisers optimize their strategies in an increasingly competitive market. The recommendations derived from this study not only have the potential to enhance the effectiveness of commercial advertising but also contribute to a deeper understanding of consumer behavior in the digital age.

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