

The Effect of Advertising Visual Manipulations to Persuade

Jordanian Transport Users

(Case Study the Bus Rapid Transit BRT Project)

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Abstract

Advertising is one of the means of communication that allows individuals to learn about the services and products offered by institutions and companies in different countries. In light of the tremendous technological advances of our days, visual effects and manipulations, including symbols and images have become one of the main tools used in advertisements and the focus of attention of institutions and companies to market their products. and because of the massive importance and huge demand on the service provided by the Rapid Bus Transportation, the Jordanian government has exerted a continuous effort to improve this service in purpose of creating a comfortable

usage of public transportation for the Jordanian citizens in a way that reflects the modern and civilized community of the Jordanian society. From here, the researcher chose a title for her study: the effect of visual manipulations in persuading users of the Jordanian transportation network (a case study of the Rapid Bus project). Based on the study questions represented in; What is the effect of advertising visual treatments on convincing the users of the Jordanian transportation network (the Rapid Bus)? What is the extent of the effect of the advertising idea in persuading the users of the Jordanian transportation network (the Rapid Bus)? What are the possibilities of visual processing in creating creative advertising ideas? This is to reveal the objectives of the study represented in increasing the effectiveness of visual processors in persuading the users of the Rapid Bus and creating advertising ideas that increase the confidence of the user to use the Rapid Bus. Creating creative advertising ideas by relying on visual processors in the use of modern technologies and programs to show the advertising idea. The importance of the current study comes from the possibility of enriching the research field in the field of visual processors interested in advertisements. The study relied on the analytical descriptive approach by collecting the necessary data for this study, analyzing it and drawing conclusions using the questionnaire as a tool applied to a sample of (118) academic individuals specialized in the technical field and individuals using the Rapid Bus. The study concluded that the use of visual processing and its dimensions such as the aesthetic image, colour, font, image and creative advertising idea were at the low and medium levels among the study sample. The results also revealed that there is a statistically significant effect of visual manipulations and the creative advertising idea in persuading individuals to use the Rapid Bus. The study recommended conducting similar research in order to investigate the effect of using visual processors and their importance in advertisements.

Keywords: visual processing, advertising, transportation network, rapid bus.