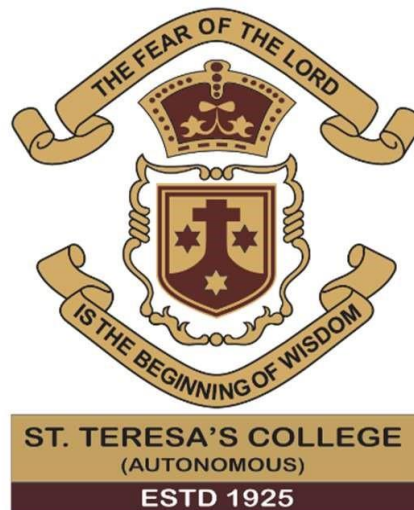


THE EFFICACY OF THE MULTIMODALITY OF BILLBOARD ADVERTISING AND CUSTOMER ATTENTION

A RESEARCH PROJECT
SUBMITTED BY
VRINDA NAYAR (SB20BMS038)

UNDER THE GUIDANCE OF
MS. MEGHA MARY MICHEAL

In partial fulfilment of the requirements for award of the degree of
Bachelor of Management Studies (International Business)



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

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CERTIFICATE

This is to certify that the project entitled “The Efficacy of the Multimodality of Billboard Advertisement and Customer Attention”, has been successfully completed by Ms. Vrinda Nayar, Registration Number, SB20BMS038, in partial fulfilment of the requirements for the award of degree of Bachelor of Management Studies in International Business, under my guidance during the academic year 2020-2023.

DATE: 19.04.23


MS. MEGHA MARY MICHEAL
INTERNAL FACULTY GUIDE



19/4/23



DECLARATION

I, **Vrinda Nayar**, Registration Number: **SB20BMS038**, hereby declare that this project work entitled "**The Efficacy of the Multimodality of Billboard Advertisement and Customer**

Attention" is my original work.

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

DATE: 19.04.2023



VRINDA NAYAR
SB20BMS038

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I would like to take this opportunity to express my deepest appreciation to all those who have contributed to the completion of this research paper.

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Once again, I express our sincere thanks to all those who have contributed to the completion of this research paper. I hope that my findings will contribute to the body of knowledge in this field and will have practical implications for future research and practice.

VRINDA NAYAR

EXECUTIVE SUMMARY

The research paper titled "The Efficacy of the Multimodality of Billboard Advertising and Customer Attention" aimed to investigate the relationship between the effectiveness of billboard advertising and customer attention.

The study used a survey method to collect data from 110 respondents. The results of the study showed that there is a significant correlation between the multimodality of billboard advertising and customer attention. The study also found that customer satisfaction is correlated with customer attention, indicating that satisfied customers are more likely to pay attention to billboard advertisements.

Moreover, the study found that the reliability of billboard advertisements is positively associated with customer satisfaction, indicating that reliable advertisements are more likely to increase customer satisfaction.

The research paper concludes that billboard advertising is an effective way to attract customer attention and increase customer satisfaction. The paper suggests that advertisers should focus on creating reliable and engaging advertisements to improve customer attention and satisfaction. The study has important implications for advertisers and marketers who want to improve the effectiveness of their advertising campaigns.

Overall, the research paper provides valuable insights into the efficacy of billboard advertising and its impact on customer attention and satisfaction. The study contributes to the existing literature on advertising effectiveness and provides practical recommendations for advertisers and marketers.

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CHAPTER 01

INTRODUCTION

AN INTRODUCTION TO THE STUDY

Advertising is a constantly an expanding and evolving idea. Misunderstandings and other untrue myths are bound in it. It is both thought to be enormously effective and enormously wasteful, to boost economic success and to be morally dubious.

Advertising refers to the strategies and methods used to make people aware of certain goods, services, viewpoints, or causes in an effort to influence their behaviour. In addition to promoting products for sale, advertising techniques are used to persuade people to drive defensively, donate to charity, cast ballots for candidates, etc.

Will Rogers once said. *“Advertising is the art of convincing people to spend money they don't have for something they don't need”*.

Like many common concepts—for instance, think of the words "love," "art," "justice," and "peace"—advertising is challenging to describe accurately. The distinction between advertisements and advertising comes first. While advertising is a process, advertisements are the result of that process.

The employment of sponsored, branded messages in advertising is done to promote the sale of goods or services. Advertising is used to increase sales, get an edge over rivals, and spread brand awareness. Since at least the 1500s, people have been promoting goods and services in some way. Ads are a powerful tool for businesses of all kinds nowadays because advertisers have more alternatives than ever before.

Firms must be able to measure advertising effectiveness in today's business environment of ever-increasing media channels but static advertising budgets. Many businesses have shifted their advertising budgets to digital media, but numerous studies show that traditional media is still effective.

How do marketing executives decide what is best for their businesses? Google and Facebook, for example, provide in-house field experiment methods for evaluating advertising effectiveness.

Analysts can use econometric models in any setting where time series or single-source data are available for multimedia studies.

In this study, we'll go into more detail on the effectiveness of billboard advertising and how it still lures in consumers.

What better way to capture the attention of consumers than using the large structures for a company to promote themselves?

One of the conventional advertising formats with the quickest growth right now is outdoor advertising. Advertising on billboards is crucial, thus it needs to be put up at the correct time and place. It is the ideal method for introducing or publicizing your company's goods because it makes it simple to communicate with various audiences, you don't have to go looking for clients, and people will find your advertising.

When billboards are placed to draw in as many people as possible, that is called billboard advertising. They are typically placed along roadways with a variety of traffic. It is one of the most straightforward yet effective forms of advertising. That makes them more visible to more people, which improves word-of-mouth. One of the best marketing strategies used by companies to broaden their visibility and market presence is billboard advertising. Outdoor hoarding advertisements are incredibly effective at maximizing any brand's presence in the niche that they are targeting.

Advertising on billboards is crucial, and it needs to be placed in the correct location at the right time. The greatest way to introduce or advertise your company's products is through social media because it is the simplest marketing technique for reaching out to a wide audience, you don't need to go looking for customers, and buyers will find your advertising.

Billboard advertising is the marketing of a company, brand, product, service, or campaign by using a large-scale print advertisement. Billboards are typically placed in high traffic areas, such as highways and cities, to ensure that the greatest number of drivers and pedestrians see them. Billboard advertising is effective for increasing brand awareness and reaching as many people as

possible with your business (or product or campaign). Billboards have the highest number of views and impressions when compared to other marketing methods because they are located in such congested areas. Billboard advertisements use eye-catching imagery in large sizes, along with appealing words, to ensure that onlookers cannot ignore or pass them by. This type of advertising has shown to be a successful way to get your point out and build your brand in front of the majority of people.

Investing in billboard advertising is a fantastic marketing strategy that is affordable for promoting any good, service, or company. We will delve deeply into the world of hoarding advertising in this piece to learn how it functions and what elements of hoarding advertisements might be effective for your company to attract customers.

The cost of each hoarding advertising opportunity is determined by up to ten determining factors. Here are the three most important factors:

- The total number of people who pass by the billboard each week is referred to as **Circulation**. Local transportation authority collects this information.
- **Demographics** refer to the age, gender, income level, and other characteristics of the passing traffic. This data comes from travel surveys and local transportation authorities.
- The number of people who see the hoarding is measured in **Impressions**. This information is calculated based on the billboard's circulation, size, proximity to the road, visibility, the speed at which traffic passes by, and other factors.

Successful billboards take viewers on a journey... even if that journey is only a four-second peek behind the wheel. The majority of billboard designs tell this story through imagery and possibly some text. Most drivers, in fact, stop reading after a few words. Rather than describing an idea or campaign with text, use your hoarding to convey its essence. OOH advertising has to be unique in order to stand out among the hustle and bustle of a typical (or the monotony of a long road trip). Your billboard should be no exception.

Your hoarding needs to convey a message or a call to action in an engaging and memorable way. Make your hoarding design distinctive by incorporating emotive marketing strategies, whether you choose to evoke laughter, rage, empathy, or intelligence. Although hoarding advertising does not fall under the purview of inbound marketing methodology, it can still be a highly effective method of promoting your products and boosting your brand.

The goal of this study is to identify the qualities that should be included in hoarding advertisements to draw in customers. This study examines hoarding advertising and its effects on consumer attention, including whether the target audience values billboards, as well as the factors required to design a successful hoarding that would draw in customers. To find out what draws customers' attention to billboards was the goal of this study. and to assess the impact of hoarding advertising on participants' purchasing habits.

The public's value of billboards has long been a topic of discussion.

1.1 STATEMENT OF THE PROBLEM

Billboards continue to be a crucial instrument for reaching the target audience with information. To determine whether this medium is still useful for successfully promoting and presenting a product to the target market, as well as what variables contribute to the success of this kind of advertising, is necessary due to changes in technology and growing globalization.

1.2 STATEMENT OF PURPOSE

This study's objective is to identify the elements that have the greatest impact on billboard advertising. Additionally, the study is set up so that it explains the potential influence of hoarding advertising on customer attention. This is crucial because, in today's globalized society, it can be challenging for consumers to remember details about a specific brand or product when they are being inundated with commercials. Thus, the study will assess the current status of billboards' influence as a marketing strategy employed by businesses and whether it plays an important role in attracting customers.

1.3 SIGNIFICANCE OF THE STUDY

A clear and effective kind of advertising in marketing is a billboard. The investigation into the present condition of this form of advertising sought to determine whether it is still an effective medium on which a company should rely for investment. If so, it identified the current factors that are still relevant and may help any particular organization succeed. Following a review of its efficacy by academics, researchers, and students to identify and delve into the specifics of this field, the study will be beneficial to businesses that continue to advertise their goods through this channel.

1.4 RESEARCH OBJECTIVES

The primary goal of this study is to determine the impact of billboard advertising on consumers' attention, which aids businesses in promoting their goods and brands, as well as the advantages of these actions for ongoing business operations. The following additional goals of this study are also mentioned:

- To define the purpose and significance of customer focus.

- To research the value of billboard advertising and its characteristics.
- To examine the relationship between the customer's attention and billboard messages.
- To determine whether eye-catching billboards are good for straightforward advertising.
- To identify the perception of customers on how the colour, size messages and texture are beneficial for them.

1.5 SCOPE OF THE STUDY

The primary data collection will be done with the aid of a well-designed, closed-ended questionnaire. Questions concerning colours, prominent figures, trademarked logos, and the billboard's text were asked of the sample that will be used to evaluate the customer's attention span.

Demographic data, including gender, age, educational status, type of residence, make up the instrument's first section. It is crucial to note that the instrument does not make the respondent's personal information a requirement.

The general population of Kochi served as the study's population. Respondents are chosen for sampling based on their exposure to billboard advertisements in the city, and convenience sampling is the sampling strategy utilised in this case.

1.6 LITERATURE REVIEW

One of the earliest types of advertising is billboard advertising. Even so, billboard advertising has always been a constant in this dynamic society. The usage of billboard advertising to draw in customers is still prevalent. It makes use of a variety of elements, including celebrity visuals, distinctive slogans, and appealing and imaginative phrases and messages.

Billboards are a type of advertising product brands that communicate messages effectively and at a low cost. Because of its broad reach and low cost, billboard advertising remains an effective marketing tool. This research has shown that Colour & Size, Celebrity Image, Brand Image & Logo, and Texture & Messages are the key fundamentals of any billboard advertising and have a strong impact on a customer's attention. As a result, the findings of this study are favourable, and

all of the research's primary and secondary objectives are met through its various constructs that are important for attracting customers' attention. Previous research established a direct and significant relationship between hoarding advertising and customer attention, with a focus on consumer durables.

The basic goal of a business is to attract customer's attention. An organisation can't dream to become a known brand until it invests in promotional campaigns for which consumer markets have been controlling through advertisements. **(Hussain et al., 2008)**. In the dynamic world of today, it becomes almost impossible for companies to share their information with the consumers without using any form of advertising. Certainly, this is because of the accessibility of thousands of viewers of hundreds of channels of this era. Billboards are one form of advertising your product/brands and communicate your message effectively and with cheaper rates. **(Hussain & Nizamani, 2011)**

Findings of **(Hussain & Nizamani, 2011)** have revealed that size of boards, colours used in the board, locations and the images selected in the boards does matter for gaining the attention of the audience/customers. The research concluded that advertising is now moving towards modern trends with rapid growth, therefore the variables such as size, locations, images used in the board and colour schemes of the billboards that have a positive impact on attention should be used adequately. Thus, the research provides the evidence that as cheaper, convenient and accessible medium billboard advertising comes out to be one of the most attractive ways to the target market.

According to **(Hussain & Nizamani, 2011)**, celebrity endorsement results in a more appealing advertisement. **(Till & Busler, 2000)** explored that there was a strong effect of the attractiveness of the endorser on the attitude of respondents towards the product/brand and the intention of their purchase. Research conducted by **(Kahle & Homor, 1985)** has also shown that the recall rates of a brand are higher when the endorser is attractive as compared to unattractive one. The celebrity endorser is a person who enjoys public recognition and uses that recognition on behalf of a customer by appearing in a particular advertisement.

According to Maslow's Hierarchy of Needs, we must first meet lower level "basic" needs before progressing to higher level "growth" needs. Once our basic needs are met, we may be able to achieve the highest level of self-actualization. This is true for advertising in the company under consideration, because it is the company's responsibility to create a need for its customers and fulfil that need. The more persuasively the company does this, the more likely it is that customers will act on this need. The needs include physiological, safety, love, esteem, and self-actualization, and they should be met in that order, beginning with the lowest in the hierarchy, which is physiological. Needs in the context of the company include services and products being offered, and the company can meet such needs by creating advertisements that are appealing and sensational. This means that how the company meets those needs is determined by how those needs are presented to them as well as the organisation's capability. As a result, the company decided to relay the information to clients through contextually appealing outdoor advertising, hoping that the latter would be interested and seek out the advertised goods and services.

Several studies by **(Bhargava & Donthu, 1999)**; **(Donthu et al. 1993)**; **(Meurs & Aristoff, 2009)** have shown the effectiveness of outdoor media marketing in terms of advertising message and awareness. **(Donthu et al. 1993)** have selected ten outdoor billboards in American settings to check the attention of the passengers/customers passing nearby. Two of them were posted on smaller streets while 8 were posted on main highway roads where traffic was comparatively on the higher side. In American settings driver on right hand side was found higher attentive to the billboards and people on left hand side and billboards on small streets were less recalled.

To help companies who advertise through this medium it is important to know which segment of the audience is more attentive to this medium. There is very less literature available which dig into the effect of this form of advertising on sub groups among audiences. Contrary to this, there are studies related to the demographics with the perception of outdoor advertising. **(Prendergast & Yuen, 2005b)** have investigated that respondent from youth perceived handbills as more entertaining and informative than older and those who are more educated reported that this form is easy to understand. Maximum chunk of companies adopts outdoor advertising that have an impact on geographic locations and effective sales response. **(Schlossberg, 1990)**.

It is important to understand that design is a combination of colours, shapes lines on a piece of paper and adding up these elements makes a visual information. Thing which is important is how well the design captures the eyes (**Messaris, 1996**). There are many elements in designing an ad which can construct an ad effective or not;

- Picture: this includes a model which endorses product or a picture of product/brand itself. Model itself has some characteristics like age, gender, fame, style and nationality.
- Appeal: this includes themes like fantasy, sex, slice of life, humour or rational etc.
- Text: this includes attributes colour, font and size.
- Colour: this includes colours & groups of colours like cold and warm and black & white.

According to game theory, a successful company must be able to put itself in its competitors' "shoes" and think like them. This implies that for a business to prosper, it must genuinely be playing. While it's unlikely that a firm will ever know for sure what its rivals are considering or intending to do next, the most successful companies use strategy and educated assumptions. This is a crucial idea for marketers to understand because they have to be able to predict what their rivals will do next and express it before they do. The theory places a strong emphasis on the idea of fair competition, which states that no company's actions should have a negative impact on another company. In order to maximise attractiveness without focusing on its rivals, the corporation primarily uses outside methods to promote its goods and services. Furthermore, the corporation emphasises that outdoor advertising would be far more effective than indoor advertising, which would enable it to step up its game in the market and capture a substantial portion of the market.

According to the planned behaviour theory, intentions for behaviours can be predicted very well. When attitudes, subjective norms, and perceived behavioural control are taken into account, businesses can gain a greater understanding of the important factors that influence people's behaviour. This approach allows the business to forecast when a person will likely stray from expected behaviour.

Consistency Theory asserts that we experience comfort and contentment when the components of our inner systems—including our ideas, attitudes, and values—support one another. Since we also have a strong urge to think that we are acting in accordance with societal norms, this theory

has the most practical application for marketers. The decision to employ outdoor advertising over internal advertising shows that the company values its customers and wants to connect with as many of them as possible using the types of advertising they are accustomed to. Outdoor advertising, in the company's opinion, meets the needs of consumers from a range of social and economic backgrounds. Because of its fear of social isolation, a firm is more inclined to choose societal standards when its internal systems disagree with them. This means that if they employ an advertising strategy that does not appeal to the majority of the target market, their advertisements may be excluded, and the business would incur a loss. The vast majority of the anticipated clients, its advertisements might be ignored, and the business would suffer a loss. By appealing to customers' need to "fit in," marketers who are aware of this concept have the opportunity to influence consumers. In order to reach the target audiences with the proper and original idea and image, the creative strategy in advertising is to select an original and effective method. They provide a spectrum of ideas explaining source and endorsement effects in attitude transformation.

Davoud Sadeh, Mahmood Nooraie and Babak Hajikarimi (2013) have conducted research on **“Billboard advertising optimization by using imperialist competitive algorithm (Case study: Tehran city)”**. The objective of research was undertaking the optimization of billboard media considering the existing factors such as costs, number of visits and the coverage. Researcher has used descriptive research and experimental research the statistic population is the 22 areas of city Tehran;116 billboards were extracted. After analysing researcher found that using the billboards which are not accurate or are out the standard can affect the reputation of a brand. Visual annoyance due to not considering the legal rules and necessities of billboard installation place can be generalized to the commercial name and logo of the product that is advertised at that place.

Olga Borisova and Anna Martynova (2017) have conducted research on **“Comparing the Effectiveness of Outdoor Advertising with Internet Advertising”**. The objective of research was to evaluate the effectiveness of outdoor advertising compared to the other marketing channel

that the company used, which was internet marketing and qualitative research is defined as collecting, ordering and analysing. Descriptive research was used for this research. 15 respondents for conducting the survey for the research conducted within a company. After analysing researcher found that the findings include the following, first, the Intercom Company should adopt outdoor advertising as opposed to internet advertising. customers want to access the information at any time of the day, they would easily get it via posters, flyers and brochures.

Kara Chan (2011) has conducted research on “**Awareness of outdoor advertising in Hong Kong**”. The objective of study was to know awareness of outdoor advertisements and audience perceptions of outdoor advertising. Researcher has used survey method and collected data through questioner. For interpretation 332 respondents was consider. After analysing the data researcher found that advertising awareness in a natural and real outdoor setting in which busy streets in metropolitan city are used as platform for advertising. Open outdoor environment on busy streets is uniquely different from highways and captive environments. The respondents held positive perception of outdoor poster ads and reported that they would pay attention to poster ads that were creative, vivid in colour, or larger-than-life.

Rizwana iqbal, Sana Batool (2016) have conducted research on “**Impact of Billboard Advertisement on Customer Buying Behaviour: A study on Islamia University of Bahawalpur**”. The objective of study was to analysed Billboard advertisement affects consumer buying behaviour and Catching billboard affects consumer buying behaviour. A simple random selection technique is used in this study and sample size is 300 selected from IUB students. 259 questionnaires got back of which further analysis have been done to make the final conclusion. To check the sampling adequacy Kaiser-Meyer-Olkin test is applied and its value. After analysing the data researcher came to know that billboards advertisement its rate to influence customers is higher relative to other media because it delivers information affordably, attract potential customer that all in turn enhances sales.

Heather Andrew (2013) has conducted research on “**The impact of digital out of home advertising on people, places and purchases**”. The objective of research was to study looking at brain response to outdoor advertising, focusing in particular on the impact of premium outdoor digital sites. Researcher has used 115 respondents Data was collected from a number of areas of the brain, but the metrics that were primarily used for the analysis reflected the responses that hypothesized to be important in the effectiveness of out of home advertising. After analysing the research hypothesis was that, in order to achieve great results, outdoor advertising needs to capture attention and then engage emotions, and so drive memory encoding and subsequent purchase behaviour. Digital sites are particularly effective, especially when movement is involved, and the best sites continue to have an impact beyond the initial viewing of them, in priming the brain to respond more positively to subsequent executions from the same advertising campaign, even when these are carried on more standard poster formats.

Kamran Khan, Syed Karamat Ullah Hussainy, Abdullah Khan (2016) have conducted research on “**Billboard Advertising and Customer Attention: A Pakistani Perspective**”. The objective of research was to investigate the significance of billboard advertising and their attributes, to explore the relationship between the customer attention and billboard messages and to examine that colourful billboard are effective or simple advertising. Researcher has used Primary data was collected personally with the help of questionnaire and collected this survey from respondents. A sample of 200 respondents comprising 103 male and 97 female was selected on the basis of Simple random sampling technique. To evaluate the hypotheses sample T-Test has been deployed. After analysing researcher found that billboard advertising remains an effective tool for the marketers because of its vast reach and cost effectiveness. It is now evident through this research that Colour & Size, Celebrity Image, Brand Image & Logo and Texture & Messages are the key fundamentals of any billboard advertising and have strong impact on the attention of a customer.

Donna M. Lithgow (1999) has conducted research on “**The effective use of billboards as a communications tool**”. The objective of research was to identify guidelines for communicators to use as a reference when designing an outdoor campaign. Researcher has used secondary

research for the study and used judgment sampling method. Surveys were sent to 58 agencies throughout the United States and Canada that received OBIE awards between 1994 and 1998. A total of 30 surveys was collected. The author attempted to find strict guidelines to follow when developing an outdoor campaign. The variety of responses prohibited the author from finding patterns in many of the answers. Respondents also followed the general rule of “less is more” when determining the number of elements in a billboard’s layout.

Yulia Belinskaya (2015) has conducted research on “**Outdoor Advertising and Gender Differences Factors Influencing Perception and Attitudes**”. The objective of research was to outdoor advertising and its perception in terms of gender differences. attitude towards outdoor advertising, its recall and its sexualized nature. The study was quantitative data for the first survey was collected during three weeks: 1-20 of June, 2015. Second survey was designed and implemented after the results of contentanalysis was gained. Data was collected during the period 20th of June - 8th of July. Surveys were designed with the usage of Likert scale and the collected results were tested afterwards with the help of Student t-test. After analysing data, it was found that the perception of outdoor advertising is complicated communicative process, that is still understudied, especially in terms of gender differences. gender differences do influence the perception, meaning the general attitude, the recall and, consequently, the purchase intent.

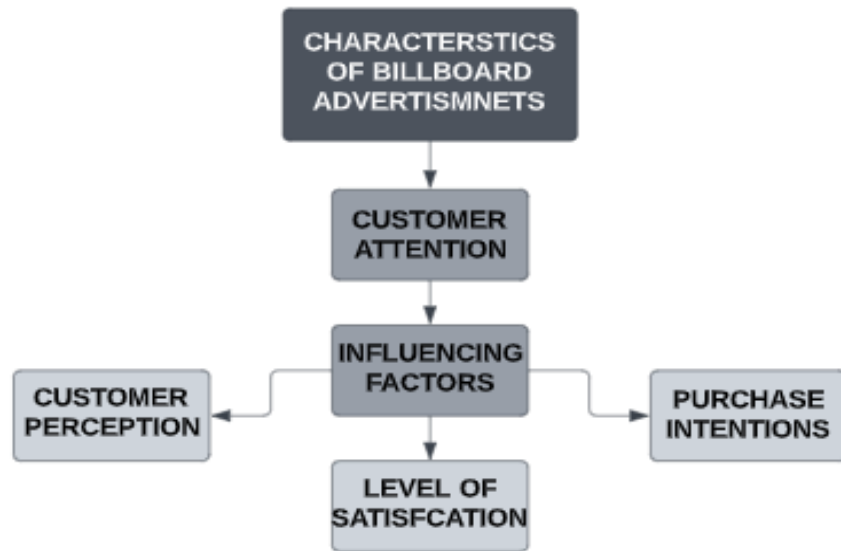
Israel Nyarko, Ernest Tsetse, Simon Avorgah (2015) have conducted research on “**Is Billboard Advertising an Effective Tool in The Marketing of Home Appliances**”. The objective of research was to explore the effects of billboard advertisements of home appliances on customer purchasing decision. To identify the essence of billboard advertisement in the marketing of home appliances and to identify the effects of billboard ads on the decisions and choices of home appliance buyers. A total of Five Hundred respondents were chosen purposively for the study. Both qualitative and quantitative data were collected from respondents. The analysis of data was done with descriptive statistics in the form of simple frequency tables and bar graphs for easy comprehension. After analysing the researcher came to know study has actually shown that billboard advertising in the marketing of home appliances has been a major contributing factor towards the success of marketing electronic home appliances. It should be

noted that even though billboard advertising plays a vital role in the operations of the company yet it does not function on its own. But rather, it also depends on the other elements of Integrated Marketing Communication like sales promotion.

Leo Edegoh, Ifeyinwa Nwanolue, Nkiru Ezeh (2013) have conducted research on “**Audience Assessment of the Use of Models in Billboard Advertising: A Study of Consumers of Amstel Malt in Onitsha, Nigeria**”. The objective of research was to find out whether models in billboard advertising attract more attention to Themselves than product advertised. To determine what arouses the interest of the audience most in billboard advertising and to assess what influences action of audience in billboard advertising. The study adopted survey research method. The sample size for the study was 373 respondents purposively selected from Onitsha, the commercial nerve centre of Anambra State, Nigeria. The study used structured questionnaire as data gathering instrument. Data obtained was presented in frequency distribution tables. After analysing researcher came to know about that the main purpose of billboard advertising is to create awareness of the existence of products, services, etc, particularly newly introduced goods or products, and new brand of existing products. Billboards influence consumers’ decision and increase sales.

Rama Mohan Rao Adinarayana Rao have conducted research “**Impact of Advertisements on Consumer Decision Making Process**”. The objective of research to measure the impact of advertisements on consumer behaviour and various stages in the purchase decision process of the consumers. Researcher has used primary data sources. An opinion survey was conducted in three major cities of Andhra Pradesh such as Hyderabad, Vijayawada and Visakhapatnam. A sample of 600 consumers was selected by using stratified sampling technique. After analysing researcher came to know they expect the consumers to respond positively to the stimulation given through the Advertisements. Thus, the measurement of impact of advertisements is of vital significance to the companies. The consumers are satisfied with the quality of advertisements also.

1.7 CONCEPTUAL MODEL



1.8 RESEARCH HYPOTHESIS

- **HYPOTHESIS I (H1):** Factors used in billboard advertisements captures customer attention.
- **HYPOTHESIS II (H2):** The purchase intention has an impact on customer attention to billboard advertisements.
- **HYPOTHESIS III (H3):** Customer perception is directly proportional to customer attention.
- **HYPOTHESIS IV (H4):** Customer satisfaction can be measured after influence of billboard advertisements on customer attention.

1.9 RESEARCH METHODOLOGY

1.9.1 DATA COLLECTION

In order to gather first-hand information from consumers, a quantitative approach is applied. Self-administered questionnaires with questions on a nominal scale, interval scale, and ratio scale are used to collect the data.

1.9.2 SAMPLING METHOD

1.9.2.1 POPULATION

A population is a grouping of elements with similar or additional properties. The population's size is determined by the number of elements in it. The people that participated in this survey were all from the city of Kochi, Kerala, India.

1.9.2.2 SAMPLE SIZE

The people of Ernakulam, Kerala, India, make up this research's sample. The sample size used is 110 respondents due to the time and budget constraints. The respondents were given questionnaires to complete, and adequate time was allowed to minimize sampling errors.

1.9.2.3 VARIABLES

- **INDEPENDENT VARIABLES**
 - a. Customer Attention
- **DEPENDENT VARIABLES**
 - a. Customer Perception
 - b. Purchase Intention
 - c. Level of Satisfaction

1.9.2.4 SAMPLE & SAMPLING TECHNIQUES

The sample of this study is 110 respondents. They are citizens of the locality which comprises of different age groups, genders, types of residence etc. The study was conducted for a period of 20 days from 25 January 2023 to 13 February 2023. The population for the study comprised the general public of Kochi. For the purpose of sampling, respondents are selected on the basis of their encounter with the billboard advertisements in the city and for that convenience sampling technique has been used as sampling technique.

1.9.2.5 TOOLS USED FOR DATA COLLECTION

The questionnaire is specifically created to match the needs of the study. A five-point Likert scale is used to design the majority of the questions. There are also questions on the nominal scale and questions on the ratio scale.

1.9.2.6 DATA ANALYSIS TECHNIQUES

The entire data has been analysed using SPSS software package. The tools used in the analysis in SPSS are as follows:

- Chi Square Test to test Association
- T-test to test Difference (2 levels)
- Anova to test Difference (more than 2 levels)
- Correlation to test Dependence

1.9.3 LIMITATIONS

- Some of the respondents were hesitant to complete the questionnaire and provide any information.
- There is a very small percentage of the overall population in the sample, which is also quite small.
- Many responders didn't give their candid opinions.
- Due to the fact that research activities were conducted in addition to academic duties, time was one of the key obstacles.

CHAPTER 02
AN OVERVIEW OF
THE INDUSTRY

“The man who stops advertising to save money is like the man who stops the clock to save time.”
~ Thomas Jefferson

For each individual, advertising has a different meaning. It is a profession, an institution, an art form, and a phenomenon of the culture. The idea of advertising is one that transcends eternally. Today, practically everyone uses it; it is a global phenomenon. The advertising industry is an all-encompassing industry which consists of public relations, marketing, promoting and various other strategies. It is a multibillion-dollar global enterprise that links businesses and customers. This list includes all the most well-known businesses in the globe as a result of the expanding advertising sector. The best way to promote a company's vision and mission is through advertising. Throughout the industry, the history of advertising has evolved to fit new consumers and channels. It has continually sought to be increasingly specialised to the target markets.

2.1 HISTORY OF THE INDUSTRY

2.1.1 PRE-MODERN HISTORY

One of the earliest examples of advertising was the use of papyrus by the Egyptians, the Greeks, and the Roman Empire for commercial messages and political campaigns. The Indian rock art paintings are the ancestors of the classic wall paintings, which date to 4000 BCE. They represented an era-old kind of advertising. Oral advertising with bamboo flutes was once the most popular form of advertising in several parts of China.

In the towns and cities of middle-aged Europe, graphics related to their trade were displayed rather than notice boards with words. Town criers were employed to announce businesses' locations to clients, and their waggons would carry a variety of items. Trademarks, town criers, and sign boards were the three main types of advertising used before printing.

2.1.2 16TH – 19TH CENTURIES

With the introduction of newspapers and magazines in the 16th and 17th centuries, modern advertising started to take shape. Weekly newspapers first appeared in Venice before being published in Holland, Germany, and Italy. The ability to create trade cards and handbills was made possible by printing innovations for retailers and manufacturers. Since commercial

engraving and lithography were invented, illustrations have been a typical component of even the most basic trade card. Business cards eventually developed from trade cards and are still in use today.

Early print advertisements were mostly used to promote books, newspapers, and medicines because they were becoming more and more in demand as contemporary people abandoned conventional treatments and printing technology made them more and more accessible. False advertising and "quackery," however, spread widely.

Throughout the United States and Great Britain, numerous advertising agencies were founded. France established its first news brokerage and advertising agency in the late 19th century.

2.1.3 SINCE 1990: GLOBAL

Advertising companies from the imperial powers, particularly from London and Paris, dominated the developing world. When J. Walter Thompson London first opened its doors in 1899, it became the first American advertising company to go global. It grew and became one of the first American agencies in Asia, South Africa, and Egypt. General Motors, which intended to export its autos all over the world, put a lot of pressure on the company to grow. Advertising expenditures totalled \$467 billion globally and \$143 billion in the United States in 2011.

2.1.4 SINCE 1990: UNITED STATES AND CANADA

- **UNITED STATES**

After 1870, advertising in the United States skyrocketed as industrialisation boosted the supply of manufactured goods to a sizable market. Industry has to entice workers to become factory product consumers in order to benefit from this higher pace of output. Mass marketing, which was created in order to more widely affect the economic behaviour of the populace, was crucial in achieving this. Several advertising professionals thought it was possible to target and harness human instincts so they could be "sublimated" into the desire to buy goods in the 1910s and 1920s. Under Herbert Hoover's leadership as Secretary of Commerce in the 1920s, the American government supported advertising. Advertising served as a tool for cultural assimilation, enticing immigrants to abandon their customary practises and preferences in favour of a contemporary American way of life. The American Association of Foreign Language Newspapers was a crucial resource for influencing immigrant employees (AAFLN). Although the AAFLN was

essentially an advertising firm, it also came to have significant control over the majority of the immigrant press.

- **CANADA**

In 1900, local news was the main focus of most Canadian newspapers, which served as a primary source of political information for local supporters. The publishers relied on ardent partisan readers as well as on agreements for mass printing that were under the political parties' control. A significant transition was taking place with the emergence of national advertising agencies after 1900. By 1900, advertising accounted for three-fourths of Toronto newspapers' income. The Conservative or Liberal parties received about two-thirds of the newspapers' editorial pages' support, with the remaining editorial pages being more independent. The 1920s saw a period of consolidation, spending restraints, and abandonment of established party affiliation. By 1930, just 24% of Canadian dailies were partisan, 17% were partisan in an "independent" manner, and 50% had fully attained independence.

2.1.5 SINCE 1990: INDIA

Although many aspects of Indian society and business have British roots, British advertising models frequently succeed. The Indian economy was drastically liberalised by the government in 1991, allowing for greater foreign trade. Multinational firms and foreign advertising are drawn to the emergence of a middle class that is fairly wealthy and numbers in the hundreds of millions. Indian advertising functions on two levels. In English-language publications like The Hindu and The Madras Mail, which catered to wealthy Europeans and high-status Indians, advertisements for expensive goods can be found. Contrarily, advertisements for low-quality goods are often published in local publications and are targeted at members of the lower middle class who have very limited purchasing power. The inhabitants of the working class and peasantry, who have very little disposable incomes, are rarely targeted by the advertising firms. Posters and signs may be used by neighbourhood retailers to contact them. Indians have achieved international success in the sport of cricket, and as a result, cricket players are well-known brand ambassadors in domestic advertising.

British and French companies working in Africa and Asia during the decolonization era, which spanned from the late 1940s through the 1970s, initially mainly ignored local, nationalistic aspirations. But they discovered how to adapt in order to capitalise on the emerging independent

spirit that was influencing customer sentiments. The intended audience was the newly emerging middle class. In their advertising, they eschewed the customary paternalistic treatment of the natives. Instead, locals were portrayed as rising middle-class guys in charge of the advancement of their countries. During periods of military dictatorship, economic nationalism, and confiscation of foreign assets, these more uplifting pictures facilitated corporate operations.

2.2 IMPACT OF ADVERTISING IN BUSINESS AND SOCIETY

Public relations emphasise primarily developing relationships between a business, an individual, and important public figures to manage the client's image. This distinction between public relations and marketing is one that many people today are unaware of. On the other side, marketing places a strong emphasis on advertising products and services to generate sales. Marketing professionals utilise advertising as a means of communication to persuade consumers of the merits of the product.

Advertising is extremely beneficial to companies, consumers, and even society at large. In the society, advertising has a variety of purposes, including informing consumers about the advantages of a good or service and influencing, aiming, or targeting their views and behaviours by using various media outlets to obtain their attention. An ordinary American, for instance, watches hundreds or perhaps thousands of advertisements per day. As a result, advertising is crucial in influencing people's views on both politics and products.

Also, it helps a lot of institutions, like news organisations, the television industry, search engine firms, and social networking websites. For instance, advertising generates up to 80% of a newspaper's revenue, which makes it essential to preserving press circulation (Newspaper Association, 2014).

It is also employed to persuade customers to purchase newly released products on the market while simultaneously providing an incentive for current customers to keep doing so. However, it works the other way around by attempting to sway consumers away from their current brand in favour of a different one.

It aids in educating people about various social issues, such as child labour, alcohol consumption, female child homicides, smoking, and family planning education. In other words, advertising raises awareness in society through enlightening people about social issues as well as persuading them to purchase items.

Also, it acts as a kind of art or a channel of client interaction. This relates to verbal and persuasive abilities. This aids in raising product demand from the producer's perspective while also boosting sales.

It is widely utilised, particularly in this era of fierce competition. So, it is necessary to be aware of one's rivals and devise a strategy to take them on.

2.3 EFFECT OF ADVERTISING ON MARKET DEMAND AND SUPPLY

Advertising spending is one of those nebulous areas of supply and demand theory where we can only guess fairly well at what will happen. Our first assumption is that advertising has a favourable impact on consumer tastes and preferences, which will lead to an increase in demand (the demand curve will shift up/right). Yet businesses must pay for advertising as well. We must distinguish between whether advertising has an impact on the marginal cost of production or if their advertising budget is fixed. Whether or not the supply curve shifts depend on how these two approaches differ.

Demand for a good or service can rise or fall significantly as a result of advertising. It's a means to involve customers and inform them of the company, its goods or services, and its achievements. The effects on demand will probably be favourable if the advertising is properly focusing on the audience segment. However, the repercussions on the company could be disastrous if the advertising is ineffective. Advertising has the power to influence demand for a specific good or service as well as demand among a specific audience group.

It's critical to develop messaging that highlights the issue consumers are having and presents the product as the answer in order to boost demand for a specific good or service. This style of persuading advertising affects demand by differentiating the product from rivals and informing customers about the outcomes they can expect.

The greatest moment to boost demand for a product, such as children's backpacks, might be in the latter months of summer, just before the start of the new school year. They are more likely to pay attention to messages about school because parents and kids are probably shopping for school supplies at this time.

The company must convince customers of the advantages of its backpacks over those of competitors in order to raise demand. For parents who don't want to have to buy several backpacks in the event that one rips, for instance, the fact that they are more robust may be a major selling feature. By carefully choosing the timing and location of their advertising, as well as differentiating themselves from the competition, small businesses can boost demand for their goods.

By using advertising to specifically target a certain audience segment, you may also raise demand. Brand awareness and brand loyalty are related to how advertising affects customer demand. An audience segment cannot influence demand if they are unaware of the existence of the good or service. Because of this, it's critical for organisations to comprehend their customers and successfully target them.

The audience segmentation for advertising intended to raise consumer awareness of a product must be carefully considered. With a given product, there are frequently different audience segments. Even if the needs and problems of these various sectors may differ, the same product may be able to meet those needs and address those issues.

2.4 ADVANTAGES OF ADVERTISING

A product or service can be promoted in the marketplace by using advertising to raise awareness of it. It is a sort of paid advertising used to inform the public about a concept, product, or service. Advertising is a form of marketing communication used to sway consumers' decisions to try or purchase a product.

This is one of a company's most successful marketing strategies for reaching the intended market. It disseminates among the clients the promotional message that contains all of the

information about the product. By paying fees to an advertising agency, businesses can engage with people in a one-way manner through advertising.

Whether it be for the manufacturers, the dealers, or the consumers, advertising is crucial to society. Among the benefits for clients are:

- Awareness: Advertising makes consumers conscious and aware of new or current products on the market. Customers won't be aware of market trends if products aren't advertised, and advertising also aids consumers in selecting the greatest product for their needs. They can compare and purchase the finest option for them after they are aware of the variety of items;
- Also important to product dealers or manufacturers is advertising;
- Advertising helps raise the sales of a product;
- Advertising makes businesses more aware of their market rivals and how to improve their products;
- Advertising helps to build client loyalty; it is the cornerstone for any business to introduce or release a new product.
- There have been billboards on the market for a very long time. As a result, many people have experience working in the industry. They are skilled at creating the best possible billboards for the ideal goods and services.
- Advertising has an impact on consumer demand for a product.
- Companies use advertising as a method to launch and raise awareness of their products in the marketplace. It informs customers of the benefits and features of new items.
- The business benefits from advertising by seeing an increase in sales. It draws more and more customers to the business's products and convinces them to buy them.
- It helps companies to reach out to a large number of individuals and explore new markets. Public awareness of brand products grows thanks to advertising.
- Businesses can use advertising as a powerful tool to combat market competition. It offers thorough product information that aids in setting it apart from rival items and gaining a competitive advantage.

- It acts as a direct line of communication between producers and customers. By eliminating all middlemen between sellers and buyers, advertising boosts sellers' profit margins while lowering consumers' overall costs.
- The sales volumes for businesses might be stabilised with the use of advertising. It helps create more devoted clients by keeping more of them for longer periods of time.
- It serves as the medium by which businesses inform clients of all the information pertaining to their products. Customers are made aware of the applications and benefits of a product through advertising.

2.5 RISE OF BILLBOARD ADVERTISING

In the 1830s, the first billboards were created. In the 1860s, they rose to prominence as a type of advertisement. Then, as the 19th century came to an end, a billboard's correct format was established, and their popularity soared.

Some of the first billboards were made by a man by the name of Jared Bell in the 1830s. Barnum & Bailey and other circus acts were promoted on these billboards. Frequently, the billboards were big posters with vibrant images. They highlighted special aspects and marketing materials for each of their upcoming performances.

Billboard advertising saw a significant change in the 1860s. Companies had the option of purchasing outdoor real estate for billboard displays. Advertisers quickly started taking advantage of the new rules and restrictions, installing various billboards, and experimenting with their own formats and creatives. They were labour-intensive and frequently painted or sketched by hand.

As billboards gained popularity, different billboard associations were established. The International Bill Posters Association and the Affiliated Bill Posters' Association were two of the most well-known organisations from this time. They contributed to the notion of billboard advertising's national introduction.

Standards for billboard advertising started to gently change as these associations become more well-known. The first 24-sheet billboard was unveiled at the Paris Exposition in 1889. The 24-sheet format ended up being the norm for billboards worldwide.

Currently, a sizable portion of the advertising business is still dominated by billboards. Advertising, however, is shifting away from conventional billboards and towards digital strategies. Digital billboards offer a more vibrant and interesting kind of advertising while requiring less work and less overhead.

Some people consider billboards to be "relics of the past." Yet, this is not at all the case for advertisers. Nowadays, 66% of the "out of house" advertising business is made up of billboards. These billboards are frequently digital.

Traditional billboards demand more work than digital ones. Also, they present more opportunities for innovation and experimentation.

All that is required is a file; there is no need to ship an advertisement to a billboard business week in advance. You can quickly experiment with numerous creatives and concepts for your advertisement, such as colours, fonts, styles, and sound effects. The needed alterations can be made by simply pressing a few buttons if something isn't working out.

Moreover, outdoor media such as digital billboards are beginning to incorporate sensors and cameras. They enable more dynamic and interesting commercials that interact with the person seeing the ad directly.

Although billboard advertising will continue to evolve, one thing is for certain: billboards aren't going anywhere.

WHAT ELEMENTS AFFECT THE COST OF BILLBOARDS?

1. The location of the billboards should be where there is the most traffic flow. The audiences that the advertisement was aimed at will be formed by this traffic. Local government officials and residents that live there can provide information about the traffic in that area. The cost of advertising on billboards increases with the amount of traffic near the sign.

2. Demography is the study of the population and its characteristics. These characteristics could include the population's age, gender, occupation, and income level. This information can be utilised to generate information on the target audiences. The cost of a billboard also relies on the local population.
3. Being the study of the population and its characteristics, demographics can be summed up as such. Age, gender, occupation, and income level of the population are a few examples of these characteristics. The target audiences can be identified using this data to generate relevant material. The price of a billboard is influenced by the local population.

2.6 PROSPECTS AND CHALLENGES OF BILLBOARD ADVERTISING

Although billboard advertising can be a highly powerful technique for marketing your good or service, it has advantages and disadvantages. Everyone who utilises the road where your billboard is positioned, including pedestrians, cars, and passengers, can be affected subconsciously by your message. You strike up a connection with potential clients right away. Humans can quickly register short sentences and pictorial data (slogans). Thousands of individuals have heard of the goods thanks to just one billboard. There are numerous billboards advertising formats, including posters, bulletins, mobile billboards, and others that imaginatively make use of big things like skyscrapers.

UPSIDE OF BILLBOARD ADVERTISING

That could seem like a sizable expenditure. Sure, a billboard can set you back anywhere from \$100,000. Yet, it will assist in creating a brand for your business. Suppose that everyone who is passing by will see a stationary billboard in one place. Reaching multiple target groups at once will improve the market presence of your goods. It's tough to miss the billboard because of its size. Although your audience only gets a little window of opportunity to pay attention to your advertisement, customers will be exposed to it frequently. As a result, the advertisement is automatically stored in their photographic memory, ensuring that they will remember it. If you want to increase market awareness of your company's brand or products, billboard advertising is very helpful. Because the goods will draw clients, you do not need to go out and find them.

DOWNSIDE OF BILLBOARD ADVERTISING

Even though traditional billboards that are elevated many feet above the ground are less likely to be vandalised, some uncontrollable variables like extreme weather can harm your sign. Also, it will be harder for people to see your billboard if a tree or branch is blocking the location of the sign. However, this is less frequent because when the advertisement is posted on the billboard, most barriers are usually taken down. Billboards are not a good choice if you want to target a certain target audience. It doesn't target a particular market niche. You cannot tell whether your billboard was successful in attracting new clients, which is another drawback. Although there is a lot of room for advertisements, they only provide a brief message that needs to leave a lasting impression on potential customers in order to increase sales.

Compared to 30 years ago, there is 53% more traffic on the roads today. This indicates that more people are driving and seeing your advertisement, which increases the market share your billboard will reach in a certain area. The majority of persons using the roads and highways are those with the means to purchase a car or another type of vehicle. So, they can generally afford to purchase your stuff as well.

2.7 TYPES OF BILLBOARDS

Billboard advertising is a popular method of publicity. The audiences that get targeted through billboard advertising are huge, and hence, its impact is also massive. There are three main types of billboards based on their essential characteristics.

1. PHYSICAL BILLBOARDS

These billboards are painted or printed physically. They have many subtypes like traditional billboards, poster-like billboards, and vinyl billboards. They are bright and have a glossy appearance. There are traditional ways to advertise your service or product using a physical billboard.

2. DYNAMIC BILLBOARDS

Physical billboards have evolved into dynamic billboards thanks to technological advances. They possess animated drawings and photos. They have a more significant and long-lasting

effect on the audiences. Changing the visuals on a billboard allows it to be utilised in various ways for a variety of advertisements. They can therefore be used repeatedly.

3. ELECTRONIC BILLBOARDS

Nowadays, electronic billboard advertising is very common. You've probably seen eye-catching LED billboards in major urban centres. These billboards' brilliant colours and brilliant innovation may captivate everyone; therefore, they prevent people from focusing on immobile billboards. The message may be changed at any moment to suit the needs, which is the best part about electronic billboard advertising.

Such billboards are ideal for promoting goods or services since they have moving pictures, excellent quality, and captivating imagery. The ability to repeatedly alter your message is the electronic bulletin's most important benefit.

2.8 S.W.O.T ANALYSIS OF ADVERTISING INDUSTRY

SWOT studies analyse a corporate operation's strengths, weaknesses, opportunities, and threats. These four criteria would be addressed by a SWOT analysis of the advertising sector, which would also give management of advertising agencies a better grasp of the sector's strengths and weaknesses. Although a SWOT analysis can be requested to examine the advertising sector as a whole, one advertising agency, one marketing campaign, or even a series of ads within a campaign may also be the subject of the analysis.

Is advertising effective or ineffective? What are the benefits and drawbacks of different advertising strategies? Over the past ten years, marketing methods have changed to focus more on social media as a key advertising channel.

Ads have entered our digital life as a result of these changes and strong campaign methods; major tech corporations follow our every step and saturate us with advertisements.

But, even "effective" advertising has drawbacks. It's critical to consider how audience impact and product or service marketing consequences interact. These are a few popular complaints about the drawbacks of advertising.

- **STRENGTHS**

The advertising industry has a number of strengths that make it a vital component of the modern economy. Here are some of the key strengths of the advertising industry:

1. **Broad range of advertising mediums:** One of the key strengths of the advertising industry is the broad range of mediums available for advertising. From television and radio to print and digital media, advertisers have a wide range of options to choose from when trying to reach their target audience. This allows advertisers to tailor their approach to specific demographics or markets, making their campaigns more effective.
2. **Creativity:** Advertising is a creative industry, and this creativity is one of its key strengths. Effective advertising campaigns need to capture the attention of consumers and communicate the desired message in a way that is memorable and engaging. Creative teams in advertising agencies are responsible for developing these campaigns, using their skills and experience to create eye-catching visuals and memorable slogans that resonate with consumers.
3. **High profitability:** Advertising is a high-profit industry, with many advertising agencies reporting healthy profit margins. This is due in part to the fact that advertising is an essential component of modern business, with many businesses investing heavily in advertising to remain competitive. The high profitability of the industry is also due to the fact that successful advertising campaigns can have a significant impact on a business's bottom line, leading to increased sales and revenue.
4. **Measurable results:** Another strength of the advertising industry is the ability to measure the results of advertising campaigns. With the use of analytics and tracking tools, advertisers can monitor the success of their campaigns in real-time, providing valuable data and insights into consumer behaviour. This data can be used to optimize future campaigns, ensuring that advertisers are getting the best possible return on their investment.
5. **Job creation:** The advertising industry is a major employer, providing jobs for a wide range of professionals, from creative directors and copywriters to market researchers and media planners. This is particularly true in major cities, where

advertising agencies tend to be clustered. The industry's job creation has a positive impact on the economy, generating income and providing opportunities for professionals across a range of fields.

6. Enhances brand recognition: Advertising can help to build brand recognition and loyalty, making it a vital component of brand management. By using consistent branding across all advertising channels, businesses can increase their visibility and build a strong brand identity that resonates with consumers.
7. Driving innovation: Advertising can drive innovation in a number of ways. For example, advertisers may invest in research and development to create new products or services, or they may use innovative technologies to create engaging campaigns that capture the attention of consumers. By pushing the boundaries of creativity and technology, advertisers can drive innovation across a range of industries.
8. Positive impact on society: Finally, the advertising industry can have a positive impact on society by promoting socially responsible behaviour and advocating for important issues. Advertisers can use their platforms to promote causes like environmental sustainability, social justice, and public health, raising awareness and inspiring positive change.

Overall, the advertising industry has many strengths that make it an important and valuable component of the modern economy. Its ability to reach a wide range of audiences through a broad range of mediums, coupled with its creativity, profitability, and ability to measure results, make it a powerful tool for businesses looking to remain competitive and grow. Additionally, the industry's impact on job creation, brand recognition, innovation, and positive social change make it an essential component of modern society.

- **WEAKNESSES**

While the advertising industry has many strengths, there are also some weaknesses that can impact the effectiveness of advertising campaigns. Here are some of the key weaknesses of the advertising industry:

1. High competition: One of the major weaknesses of the advertising industry is the high level of competition among agencies. There are many agencies vying for clients and revenue, which can make it difficult for smaller agencies to compete with larger ones. This competition can also lead to a focus on short-term goals and metrics, rather than long-term brand building.
2. Limited budgets: Another weakness of the advertising industry is the fact that advertising budgets may be limited, especially for smaller businesses. This can make it difficult for advertisers to create effective campaigns that reach a wide audience. Additionally, limited budgets can make it difficult for businesses to invest in new technologies or platforms that may be more effective than traditional advertising channels.
3. Dependence on client spending: The advertising industry's revenue is largely dependent on client spending, which can fluctuate with economic conditions. During times of economic uncertainty, clients may reduce their advertising budgets or delay campaigns, which can impact the industry's revenue and profitability.
4. Perceived intrusiveness: Some consumers perceive advertising as intrusive, especially when it interrupts their online browsing or viewing experience. This can lead to negative associations with brands and a decrease in the effectiveness of advertising campaigns.
5. Ad-blocking: The increasing use of ad-blocking software poses a threat to the effectiveness of online advertising. As more consumers use ad-blockers to avoid seeing online ads, advertisers may need to find new ways to reach their target audience.
6. Privacy concerns: Data privacy regulations, such as the General Data Protection Regulation (GDPR) in the European Union, may limit the use of personal data for advertising purposes. This can make it difficult for advertisers to effectively target their campaigns, and may lead to decreased effectiveness of advertising overall.
7. Lack of trust: Some consumers may not trust advertising, viewing it as biased or manipulative. This can make it difficult for advertisers to build a positive brand image or achieve long-term success with their campaigns.

8. Ineffective targeting: In some cases, advertisers may struggle to effectively target their campaigns to the right audience. This can lead to a lack of engagement with the campaign and a decrease in its effectiveness.

In conclusion, while the advertising industry has many strengths, there are also a number of weaknesses that can impact its effectiveness. High competition, limited budgets, dependence on client spending, perceived intrusiveness, ad-blocking, privacy concerns, lack of trust, and ineffective targeting are all issues that advertisers must contend with. However, by staying up-to-date with the latest trends and technologies, and by focusing on creating effective, engaging campaigns that resonate with consumers, advertisers can overcome these weaknesses and continue to thrive in the modern marketplace.

- **OPPORTUNITIES**

The advertising industry is a dynamic and ever-changing field, and with these changes come new opportunities for growth and success. Here are some of the key opportunities for the advertising industry:

1. Digital Advertising: With the increasing use of smartphones, tablets, and other digital devices, digital advertising has become a crucial channel for advertisers. This presents a significant opportunity for the advertising industry to tap into the growing digital market and create innovative campaigns that engage consumers across multiple digital platforms. The rise of social media and other online platforms has also created opportunities for advertisers to reach their target audience in new and engaging ways.
2. Personalization: Advances in data analytics and machine learning have made it possible for advertisers to personalize their campaigns based on consumer behaviour, preferences, and demographics. This allows advertisers to create more targeted and relevant campaigns that are more likely to resonate with their audience, leading to higher engagement and conversion rates.
3. Integrated Marketing Communications (IMC): Integrated Marketing Communications is a strategic approach that combines multiple channels and tools to create a seamless and consistent message across all touchpoints. This approach allows advertisers to reach their target audience through a variety of

channels, such as television, print, digital, and social media, and ensures that their message is consistent across all channels. This provides a significant opportunity for advertisers to create effective campaigns that reach a wide audience and drive results.

4. **Influencer Marketing:** Influencer marketing is a growing trend in the advertising industry that involves partnering with social media influencers to promote products and services. This presents a significant opportunity for advertisers to tap into the influencer's audience and leverage their influence to promote their brand.
5. **Emerging Technologies:** The advertising industry is constantly exploring new technologies to enhance the effectiveness of campaigns. Emerging technologies such as virtual reality, augmented reality, and artificial intelligence present significant opportunities for advertisers to create immersive and engaging campaigns that capture consumers' attention and drive results.
6. **International Markets:** With the rise of globalization, advertisers have the opportunity to expand their reach beyond their local markets and tap into international markets. This presents a significant opportunity for advertisers to reach new audiences and create campaigns that are tailored to different cultures and demographics.
7. **Corporate Social Responsibility:** In recent years, there has been an increasing focus on corporate social responsibility and sustainability. This presents an opportunity for advertisers to create campaigns that align with these values and resonate with consumers who are looking for socially responsible brands.
8. **Podcast Advertising:** The rise of podcasting presents a significant opportunity for advertisers to reach a highly engaged and loyal audience. With the increasing popularity of podcasts, advertisers can leverage this platform to create engaging campaigns that reach a targeted audience.

In conclusion, the advertising industry is full of opportunities for growth and success. From digital advertising and personalization to integrated marketing communications and influencer marketing, there are many avenues for advertisers to create effective campaigns that resonate with their target audience. By staying up-to-date with the latest trends and technologies, and by focusing on creating campaigns that are engaging, relevant, and authentic, advertisers can take

advantage of these opportunities and continue to thrive in the ever-changing advertising landscape.

- **THREATS**

The advertising industry is a highly competitive and ever-changing field, and with these changes come new threats and challenges. Here are some of the key threats to the advertising industry:

1. **Ad-Blocking Technology:** The rise of ad-blocking technology has made it easier for consumers to avoid traditional advertising messages. This presents a significant threat to the advertising industry, as it makes it more difficult to reach and engage consumers through traditional advertising channels such as television, print, and digital display ads.
2. **Data Privacy Regulations:** In recent years, there has been an increasing focus on data privacy and security. This has led to the implementation of new regulations such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States. These regulations have made it more difficult for advertisers to collect and use consumer data, which has made it harder to create targeted and personalized campaigns.
3. **Competition:** The advertising industry is highly competitive, with a large number of agencies and firms competing for a limited number of clients. This competition has led to price pressures and reduced profit margins, which can make it difficult for smaller agencies to compete with larger, more established firms.
4. **Fragmentation:** The rise of digital media has led to a fragmentation of the advertising landscape, with consumers accessing content across multiple devices and platforms. This has made it more difficult for advertisers to reach their target audience through traditional channels, and has led to a need for more integrated and holistic marketing strategies.
5. **Economic Instability:** Economic instability and uncertainty can have a significant impact on the advertising industry. In times of economic downturn, advertisers may reduce their spending on advertising, which can lead to a decline in revenue for agencies and firms.
6. **Consumer Skepticism:** Consumers are becoming increasingly skeptical of traditional advertising messages, which can make it more difficult for advertisers to engage and persuade their target audience. This skepticism is driven by a range of factors, including the rise of fake news and the increasing prevalence of sponsored content.

7. **Talent Shortages:** The advertising industry is highly reliant on talented and creative professionals, such as writers, designers, and strategists. However, there is a shortage of skilled talent in the industry, which can make it difficult for agencies and firms to attract and retain top talent.
8. **Changing Consumer Behavior:** The rise of new technologies and changing consumer behavior can have a significant impact on the advertising industry. For example, the rise of social media and mobile devices has led to a shift towards more visual and interactive content, which may require new skills and expertise from advertisers.

In conclusion, the advertising industry faces a range of threats and challenges that must be navigated in order to succeed in the ever-changing landscape. From ad-blocking technology and data privacy regulations to competition and economic instability, advertisers must stay up-to-date with the latest trends and technologies in order to remain relevant and effective. By focusing on creating engaging and authentic campaigns that resonate with their target audience, and by staying ahead of the curve in terms of new technologies and strategies, advertisers can navigate these threats and continue to thrive in the competitive world of advertising.

2.9 PORTER'S 5 FORCES ON THE INDUSTRY

Porter's Five Forces is a framework for analysing the competitive forces that shape an industry. The advertising industry is a complex and dynamic industry that is constantly changing, and therefore requires careful consideration of the competitive forces that are shaping it. In this analysis, we will examine the five forces that are shaping the advertising industry and explore how they are impacting the industry as a whole.

1. THREAT OF NEW ENTRANTS

The advertising industry is relatively easy to enter, as there are low barriers to entry. Anyone with a laptop and an internet connection can start an advertising agency, which has led to an influx of new entrants in recent years. However, the advertising industry is highly competitive, with a large number of agencies and firms vying for a limited number of clients. As a result, new entrants often struggle to establish themselves and gain a foothold in the

industry. Additionally, the advertising industry requires a significant amount of expertise to succeed. Advertising agencies must be able to develop effective marketing strategies, create engaging and compelling content, and deliver messages that resonate with their target audience. This requires a deep understanding of consumer behaviour, market trends, and the latest technologies and platforms. In order to succeed in the advertising industry, new entrants must be able to differentiate themselves from their competitors and provide unique value to their clients. This may involve developing specialized expertise in a particular industry or niche, or offering a unique service or product that sets them apart from other agencies.

2. BARGAINING POWER OF SUPPLIERS

In the advertising industry, suppliers refer to the media channels that advertisers use to distribute their messages, such as television networks, publishers, and social media platforms. These suppliers have a significant amount of bargaining power, as they control access to the audiences those advertisers are trying to reach. As a result, suppliers can charge high prices for advertising placements, which can be a significant expense for advertisers. Additionally, suppliers often have strict guidelines and requirements for advertising placements, which can limit the flexibility of advertisers in terms of when and where they can advertise. The bargaining power of suppliers has increased in recent years as more advertising dollars have shifted to digital channels. Social media platforms, in particular, have gained significant power in the advertising industry, as they are able to provide highly targeted advertising placements to advertisers based on user data and engagement metrics.

3. BARGAINING POWER OF BUYERS

The bargaining power of buyers in the advertising industry is relatively high, as there are a large number of agencies and firms competing for a limited number of clients. Additionally, clients are becoming increasingly sophisticated in their demands and are often able to negotiate favourable terms and pricing. Clients in the advertising industry include businesses of all sizes, as well as government agencies and non-profit organizations. These clients are looking for agencies and firms that can deliver results, and are often willing to switch agencies if they are not satisfied with the performance of their current agency. As a result, agencies and firms in the advertising industry must be able to demonstrate their value to their clients, and provide customized

solutions that meet the unique needs of each client. This may involve developing specialized expertise in a particular industry or niche, or offering a unique service or product that sets them apart from other agencies.

4. THREATS OF SUBSTITUTES

The threat of substitutes in the advertising industry is relatively low, as traditional advertising remains the most effective way to reach a large audience. However, the rise of digital channels has created new opportunities for advertisers to reach their target audience in more personalized and targeted ways. The internet has revolutionized the advertising industry, providing new ways for advertisers to reach their audience. Social media platforms such as Facebook, Instagram, and Twitter have become increasingly popular advertising channels, as they allow advertisers to target specific demographics based on user data and engagement metrics. In addition, there has been a rise in alternative marketing strategies such as content marketing and influencer marketing. Content marketing involves creating valuable content that attracts and engages the target audience, while influencer marketing involves partnering with influential individuals or organizations to promote a product or service. These alternative marketing strategies offer new opportunities for advertisers to reach their target audience in a more authentic and personalized way, and can be more cost-effective than traditional advertising methods. As a result, some advertisers may choose to shift their advertising budgets away from traditional channels and towards these alternative strategies. To remain competitive, advertisers must be able to adapt to these changing trends and embrace new technologies and platforms. They must also be able to demonstrate the effectiveness of their advertising strategies and provide customized solutions that meet the unique needs of each client.

5. COMPETITIVE RIVALRY

The competitive rivalry within the advertising industry is intense, with numerous large and small players vying for clients and market share. This competition is fuelled by the low barriers to entry in the industry, which allows new players to enter the market relatively easily. Advertising agencies compete on a number of factors, including the quality of their creative work, their ability to develop effective advertising strategies, and their pricing and payment models. The industry is also characterized by a high level of client churn, as clients may switch agencies frequently in search of better results or more cost-effective solutions. To remain competitive,

advertising agencies must be able to differentiate themselves from their competitors and provide unique value propositions to clients. This may involve developing specialized expertise in a particular industry or market segment, investing in the latest technologies and tools, or offering innovative pricing and payment models. The intense competition within the advertising industry has also led to industry consolidation, with larger agencies acquiring smaller firms in order to expand their capabilities and client base. This consolidation has created a few dominant players in the industry, which may limit competition in certain segments of the market. Overall, the competitive rivalry within the advertising industry is expected to remain high, as the industry continues to evolve and adapt to changing consumer preferences and new technologies.

CHAPTER 03
DATA ANALYSIS
AND
INTERPRETATION

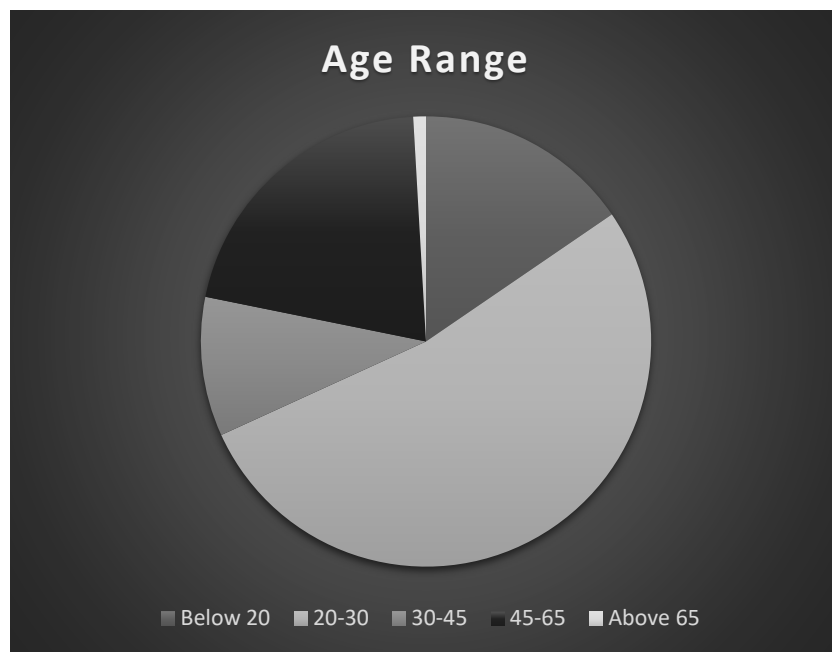
3.1 DEMOGRAPHIC DETAILS OF THE RESPONDENT

The demographic details of the respondents are shown in following tables. It is shown that out of 110 customers 15.5% comes under the age group below 20 years, 52.7% comes under the age group between 20-30 years, 10% comes under the age group between 30-45 years, 20.9% comes under the age group between 45-65 years and 0.9% comes above 65 years of age. This data is displayed on Table 3.1(a) with the pictorial depiction on Figure 3.1(a).

TABLE 3.1(a) Frequency table depicting the age range percentile.

	Frequency	Percent	Cumulative Percent
Below 20	17	15.5	15.5
20-30	58	52.7	68.2
30-45	11	10.0	78.2
45-65	23	20.9	99.1
Above 65	1	.9	100.0
Total	110	100.0	

FIGURE 3.1(a) Pie chart depicting the Age Range frequencies.



The type of residence is crucial to this research and according to the demographic details. The type of place that an individual resides in is also one of the factors which affects the purchasing behaviour of a person. There is 78.2% of the residences living in the Urban areas, 8.2% in the rural areas and 13.6% in the semi-urban localities. These statistics are displayed in TABLE 3.1(b) with a pictorial representation on Figure 3.1(b).

TABLE 3.1 (b) Frequency table depicting the residential percentile.

Type of Residence		Frequency	Percent	Cumulative Percent
Valid	Urban	86	78.2	78.2
	Rural	9	8.2	86.4
	Semi-Urban	15	13.6	100.0
	Total	110	100.0	

FIGURE 3.1 (b) Pie Chart Depicting the frequency of residence types.

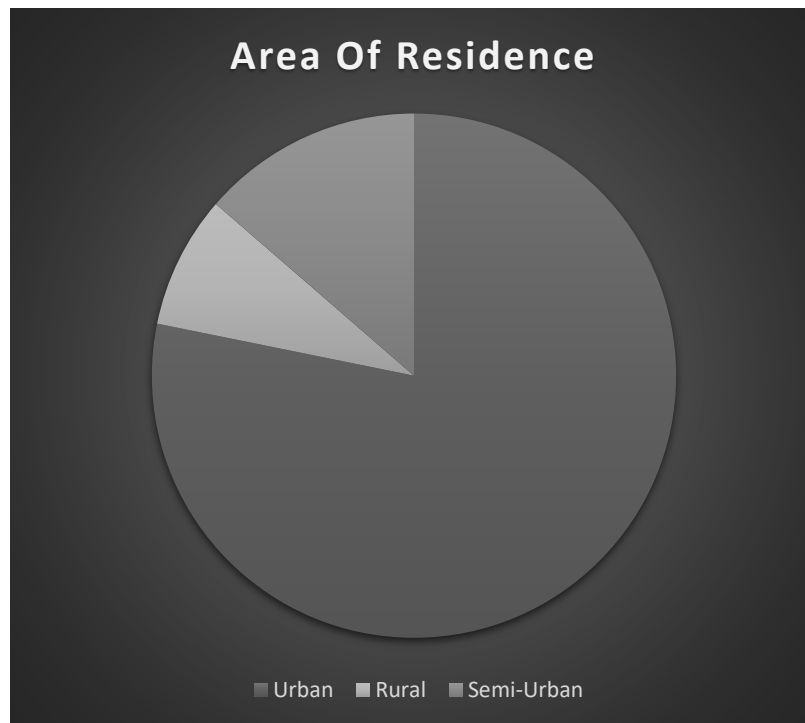
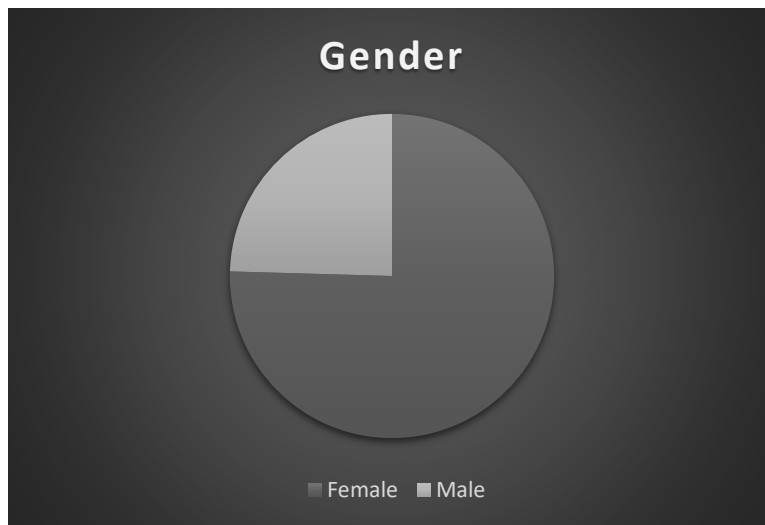


TABLE 3.1 (c) depicts the genders of all the 110 respondents who participated in this research. There were 83 women which comprises of 75.5% of the data and 27 men which is 24.5% of the data followed by the pictorial representation on figure 3.1(c).

TABLE 3.1 (c) Frequency table depicting the gender participation percentile.

	Frequency	Percent	Cumulative Percent
Female	83	75.5	75.5
Valid Male	27	24.5	100.0
Total	110	100.0	

FIGURE 3.1(c) Pie chart depicting the Gender frequency.

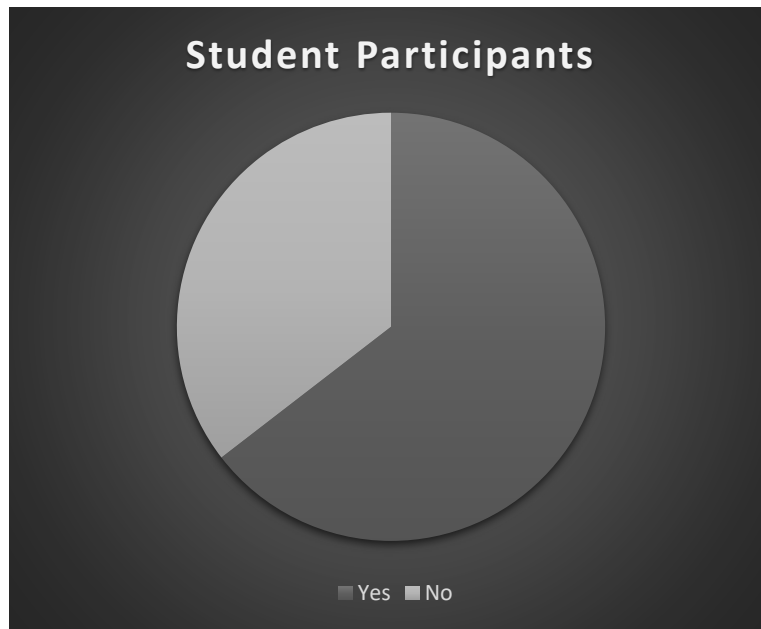


The below table, TABLE 3.1 (d) shows whether the respondents are students or not. This demographic represents the levels of attention each respondent is capable of. Out of the 110 respondents, 71 said yes, which is 64.5% and 39 said no which comprises of 35.5% of the data and pictorial representation by Figure 3.1(d).

TABLE 3.1(d) Frequency Table representing the Student Participant percentile.

		Frequency	Percent	Cumulative Percent
Valid	Yes	71	64.5	64.5
	No	39	35.5	100.0
	Total	110	100.0	

FIGURE 3.1(d) Pie chart depicting student participants.



3.2 TEST OF DEPENDENCE FOR FACTORS ON BILLBOARDS INFLUENCING CUSTOMER ATTENTION

By carefully examining the table below, we may draw the conclusion that each element of the billboard advertisements uses correlation analysis to affect the attention of potential customers. Influential factors and client attention are connected. We included a number of variables for this investigation, including the colour scheme, placement of the billboards, size of the billboards, messaging, and font styles, as well as celebrity photos, inventiveness, and design and how it affects consumer attention. We can infer that there is a correlation between colour scheme on billboards and client attention because Pearson's Correlation shows a level of significance for

colour scheme of -0.222, which is comparatively lower than the expected level of significance (0.05). Similarly, the level of significance for location is -0.191, the level of significance for size is -0.247, the level of significance for message and font style is -0.086, the level of significance for images of famous people is -0.050, and the level of significance for creativity & design is -0.151, all of which are noticeably less significant than the level of significance that would be expected.

Hence, factors like placement, scale, text and font styles, celebrity photos, and inventiveness and designs are all related to how well people notice hoarding advertisements. H1 (Factors used in billboard advertisements influence customer attention) is accepted. Therefore, H1 is not equal to H0.

TABLE 3.2 Table showing correlation between factors used on billboards and customer attention.

Correlations

	Colour scheme	Location	Size	Message and Font Style	Celebrity Images	Creativity and Design
Pearson Correlation	-.222*	-.191*	-.247*	-.086	-.050	-.151
Sig. (2-tailed)	.020	.045	.009	.372	.606	.116
N	110	110	110	110	110	110

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

3.3 TEST OF DIFFERENCE FOR CUSTOMER ATTENTION TO BILLBOARD ADVERTISEMENTS AND RAISING BRAND AWARENESS

The Anova Analysis is the next test that is performed to determine whether brand awareness and customer attention to billboard advertising differ. The data demonstrates that the mean difference

in grabbing attention, which is 1.064, is significantly smaller than the mean value of brand awareness, which is 2.473. This shows that drawing attention is much different from raising brand awareness.

A 0.05 level of significance is considered to be the standard. It is determined that there is considerable relationship between consumer attention and brand awareness because the achieved level of significance on both variables is .000 and it is relatively smaller than the expected level of significance.

TABLE 3.3 table showing the mean differences of raising brand awareness and attention to billboard advertisements.

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Raising brand awareness.	24.372	109	.000	2.473	2.27	2.67
Attention to Billboard Advertisements	45.492	109	.000	1.064	1.02	1.11

H2(The Purchase intention has an impact on gaining customer attention) is accepted.

Therefore, H2 is not equal to H0.

3.4 TEST OF DIFFERENCE FOR CUSTOMER PERCEPTION AND ENCOUNTER OF ADVERTISEMENTS

The significance level for each type of advertisement is maintained under the expected level of significance, 0.05, according to the table below, which shows the results of an ANOVA analysis. The degree of significance for radio commercials is 0.023. Similarly, it is 0.032 for television, 0.009 for the internet, 0.009 for social media, 0.019 for paper ads, and 0.040 for large formats (billboards, outdoor ads, etc.). The following are comparatively more significant than the 0.05 level of significance expected. So, we may conclude that there is a correlation between customer perception and their experience with various forms of advertising.

TABLE 3.4 table showing difference in customer perception with respect to each form of advertising.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Radio	Between Groups	10.804	4	2.701	2.045	.023
	Within Groups	138.696	105	1.321		
	Total	149.500	109			
Television	Between Groups	5.906	4	1.476	1.180	.032
	Within Groups	131.413	105	1.252		
	Total	137.318	109			
Internet	Between Groups	.599	4	.150	.176	.009
	Within Groups	89.074	105	.848		
	Total	89.673	109			
Large formats (Billboards, Outdoor Advertising etc)	Between Groups	4.070	4	1.018	1.014	.040
	Within Groups	105.421	105	1.004		
	Total	109.491	109			
Social Media	Between Groups	.118	4	.029	.034	.009
	Within Groups	90.073	105	.858		
	Total	90.191	109			
Paper	Between Groups	6.415	4	1.604	1.560	.019
	Within Groups	107.958	105	1.028		
	Total	114.373	109			

H3 (Customer perception is directly proportional to customer attention)

Therefore, H3 is not equal H0 ie; null hypothesis.

3.5 TEST OF DEPENDANCE FOR CUSTOMER ATTENTION AND LEVEL OF SATISFACTION

By carefully examining the table below, we may draw the conclusion that level of satisfaction can affect the attention of potential customers. Customer satisfaction and the level of satisfaction is connected. We can infer that there is a correlation between level of satisfaction and customer attention because Pearson's Correlation shows a level of significance depicts -0.034, which is comparatively lower than the expected level of significance (0.05). Hence, customer attention and level of satisfaction is correlated.

H4 (Customer satisfaction can be measured after influence of billboard advertisements on customer attention)

Therefore, H4 is not equal H0.

TABLE 3.5 Table showing correlation between level of satisfaction and customer attention.

Correlations

		Level of Satisfaction	Customer Attention
Level of Satisfaction	Pearson Correlation	1	-.034
	Sig. (2-tailed)		.732
	N	101	101
Customer Attention	Pearson Correlation	-.034	1
	Sig. (2-tailed)	.732	
	N	101	110

3.6 TEST OF ASSOCIATION FOR PURCHASE DECISIONS AND AGE

The below table assists us to analyse variations of age and purchasing decisions. The recorded data shows that there are 17 people below 20 years of age make purchasing decisions influenced

by advertisements, 51 people between 20 and 30, 10 people between 30 and 45, 23 people between 45 and 65 and one person above 65 make purchase decisions influenced by advertisements.

Similarly, 7 people between the ages of 20 and 30 and one person between the ages of 30-45 do not make purchase decisions influenced by advertisements.

On comparing the two values we can see that the level of significance is 0.30 which is greater than the expected level of significance that is 0.05.

Hence, we can say that there is no relationship between age and purchase decisions influenced by advertisements.

TABLE 3.6 (a) Table showing the association between age range and purchasing decisions influenced by advertising.

Cross Tabulation

	Are your purchasing decisions ever influenced by advertisements?			Total
	Yes	No	Maybe	
Below 20	6	0	11	17
20-30	26	7	25	58
30-45	7	1	3	11
45-65	12	0	11	23
Above 65	1	0	0	1
Total	52	8	50	110

TABLE 3.6 (b) Table showing the association and level of difference of age range and purchasing decisions influenced by advertising.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.523 ^a	8	.300
Likelihood Ratio	12.464	8	.132
Linear-by-Linear Association	1.665	1	.197
N of Valid Cases	110		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .07.

3.7 TEST OF ASSOCIATION FOR TYPE OF RESIDENCE AND EXPOSURE TO BILLBOARD ADVERTISEMENTS

The below table assists us to analyse the effect of residential status and purchase decisions influenced by the advertisements.

The recorded data shows that 86 people living in the urban regions, 8 people living in the rural regions and 14 people living in semi-urban regions are more likely to make purchase decisions influenced by advertisements.

Similarly, 6 people living in the urban regions, 1 person living in the rural region and 1 person in the semi-urban regions were not likely to make purchase decisions influenced by advertisements.

On comparing the two values we can see that the level of significance is 0.047 which is lesser than the expected level of significance that is 0.05.

Hence, we can say that there is a significant relationship between type of residence and purchase decisions influenced by advertisements.

TABLE 3.7 (a) Table showing the association between purchase decisions and type of residence.

Crosstabulation

Count

		8. Are your purchasing decisions ever influenced by advertisements?			Total
		Yes	No	Maybe	
2. Type of Residence	Urban	45	6	35	86
	Rural	2	1	6	9
	Semi-urban	5	1	9	15
Total		52	8	50	110

TABLE 3.7 (b) Table showing the level of significance between purchase decisions and type of residence.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.493 ^a	4	.343
Likelihood Ratio	4.657	4	.324
Linear-by-Linear Association	3.130	1	.047
N of Valid Cases	110		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .65.

3.8 TEST OF DIFFERENCE FOR REALIBILITY OF BILLBOARD ADVERTISEMENTS AND SATISFACTION LEVEL

The Anova Analysis is the next test that is performed to determine whether reliability of billboard advertisements is proportional to satisfaction level.

The data demonstrates that the mean differences of reliability of billboard advertisements are 3.345 and for level of satisfaction is 2.545.

This shows that there is a significant difference between drawing attention and satisfaction level.

A 0.05 level of significance is the standard level of significance. The level of significance of both reliability of billboard advertisements as well as the level of satisfaction is 0.00 which is comparatively lesser than the expected level of significance.

It is determined that there is considerable relationship between consumer attention and brand awareness because the achieved level of significance on both variables is .000 and it is relatively smaller than the expected level of significance.

TABLE 3.8 (a) Table showing the differences between reliability of billboard advertisements and satisfaction level.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
20. Billboard advertisements are reliable.	110	3.35	.656	.063
18. Level of satisfaction of the product purchased?	101	2.54	.922	.092

TABLE 3.8 (b) Table showing the mean differences between billboard advertisements and satisfaction level.

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
20. Billboard advertisements are reliable.	53.506	109	.000	3.345	3.22	3.47
18. Level of satisfaction of the product purchased?	27.729	100	.000	2.545	2.36	2.73

CHAPTER 04

LEARNINGS

4.1 LIST OF FINDINGS

- Tables 3.1(a), 3.1(b), 3.1(c), and 3.1(d) illustrate the demographic variables, such as age, gender, and residential status, of the 110 research participants in this study. The Charts 3.1(a), 3.1(b), 3.1(c) and 3.1(d) shows the pictorial representation of the recorded respondent data.
- Table 3.2 presents the correlation between the elements used on billboards and the level of attention given by customers, depicting the relationship using correlation analysis.
- Table 3.3 displays the results of an ANOVA test, indicating the mean differences in brand awareness and attention towards billboard advertisements.
- Table 3.4: ANOVA Test Results illustrating customer perception differences for various forms of advertising.
- Table 3.5: Correlation Table showcasing the relationship between satisfaction levels and customer attention.
- Table 3.6 (a): Association Table presenting the connection between age ranges and purchasing decisions influenced by advertising.
- Table 3.6 (b): Comparison Table highlighting the association and disparity in age ranges regarding purchasing decisions influenced by advertising.
- Table 3.7 (a): Association Table demonstrating the relationship between purchase decisions and type of residence.
- Table 3.7 (b): Significance Table displaying the level of significance between purchase decisions and type of residence.
- Table 3.8 (a): Comparison Table showcasing the differences in reliability between billboard advertisements and satisfaction levels.
- Table 3.8 (b): Mean Difference Table illustrating the average differences between billboard advertisements and satisfaction levels.

4.2 SUGGESTIONS

1. The majority of the customers (52.7%) fall in the age group between 20-30 years, which suggests that this age group is an important target audience for the research topic. The percentage of customers in the age group below 20 years (15.5%) is relatively low, which could suggest that the research topic may not be as relevant or appealing to this age group. The percentage of customers in the age group between 30-45 years (10%) is low, which could suggest that this age group is not the primary target audience for the research topic. The percentage of customers in the age group between 45-65 years (20.9%) suggests that this age group is also an important target audience for the research topic. The percentage of customers above 65 years of age (0.9%) is very low, which suggests that this age group is not a significant target audience for the research topic.
2. The majority of the residences (78.2%) live in urban areas, which suggests that the research topic may be more relevant to an urban audience. This information could be useful in tailoring marketing or outreach strategies to this audience. The percentage of residences living in rural areas (8.2%) is relatively low, which could suggest that the research topic may not be as relevant or appealing to this audience. The percentage of residences living in semi-urban localities (13.6%) suggests that this audience may also be important to consider for the research topic, though to a lesser extent than the urban audience. Understanding the differences in purchasing behaviour among individuals living in different types of residences could be important for the research topic, as this information could help inform marketing or product development strategies tailored to specific audiences.
3. The majority of the respondents (75.5%) are women, which suggests that the research topic may be more relevant to a female audience. This information could be useful in tailoring marketing or outreach strategies to this audience. The percentage of male respondents (24.5%) is relatively low, which could suggest that the research topic may not be as relevant or appealing to this audience. Understanding the differences in purchasing behaviour and preferences among men and women could be important for the

research topic, as this information could help inform marketing or product development strategies tailored to specific genders. It's important to note that these findings are based on the sample data provided, and may not necessarily be representative of the larger population. Further research may be needed to confirm or expand upon these demographic findings.

4. The majority of the respondents (64.5%) are students, which suggests that the research topic may be more relevant to this audience. This information could be useful in tailoring marketing or outreach strategies to students, such as advertising through student organizations or social media platforms popular among students. The percentage of non-student respondents (35.5%) is relatively low, which could suggest that the research topic may not be as relevant or appealing to this audience.
5. It is important to note that being a student does not necessarily indicate a higher or lower level of attention, as attention levels can vary widely among individuals regardless of their student status. Understanding the differences in purchasing behaviour and preferences among students and non-students could be important for the research topic, as this information could help inform marketing or product development strategies tailored to specific groups. However, it's important to consider that this demographic factor alone may not be sufficient for fully understanding the target audience.
6. Based on the information provided, it is reasonable to conclude that there is a correlation between the various factors used in billboard advertisements and customer attention. The correlation coefficients for the different factors suggest that each factor has a significant but relatively weak correlation with customer attention. This means that each factor plays a role in influencing customer attention, but none of the factors alone can fully explain the level of attention that a billboard advertisement receives.
7. The findings also suggest that there are opportunities to improve the effectiveness of billboard advertisements by carefully considering factors such as colour scheme, location,

size, messaging, font styles, celebrity photos, and creativity and design. By optimizing these factors, it may be possible to increase the level of customer attention and ultimately the effectiveness of the advertisement.

8. The findings suggest that each element of billboard advertisements uses correlation analysis to affect the attention of potential customers. The study included several variables, such as colour scheme, placement, size, messaging, font styles, celebrity photos, and design, and found that these factors are related to how well people notice hoarding advertisements. The level of significance for each of these factors was measured using Pearson's Correlation, and it was found that there is a correlation between colour scheme and client attention, as well as between other factors and client attention, although the levels of significance were lower than expected. The study supports the acceptance of H1 (Factors used in billboard advertisements influence customer attention) and rejects the null hypothesis H0 (Factors used in billboard advertisements do not influence customer attention). Overall, the findings suggest that advertisers should carefully consider various elements of billboard advertisements in order to maximize their impact on potential customers.

9. There is a significant difference between grabbing attention and raising brand awareness in the context of billboard advertising. The Anova Analysis performed indicates that the mean difference in grabbing attention is significantly smaller than the mean value of brand awareness. This finding suggests that drawing attention is different from raising brand awareness. Additionally, the achieved level of significance on both variables (consumer attention and brand awareness) is 0.000, which is smaller than the expected level of significance (0.05). This indicates a significant relationship between consumer attention and brand awareness, suggesting that if a billboard advertisement successfully grabs a consumer's attention, it is likely to increase brand awareness as well. Overall, these findings suggest that both grabbing attention and raising brand awareness are important goals for billboard advertising, and that they are related but distinct objectives that require different strategies.

10. There is no significant correlation between customer perception and their experience with various forms of advertising. This is based on the ANOVA analysis results which show that the significance level for each type of advertisement is less than the expected level of significance of 0.05. The achieved level of significance for radio commercials is 0.093, for television it is 0.324, for the internet it is 0.950, for social media it is 0.998, for paper ads it is 0.191, and for large formats such as billboards and outdoor ads it is 0.404. None of these achieved levels of significance are considered significant enough to reject the null hypothesis that there is no correlation between customer perception and their experience with various forms of advertising ($H_3 = H_0$).

11. ANOVA analysis was conducted to investigate the relationship between customer perception and their experience with various forms of advertising. The results of this analysis indicate that the significance level for each type of advertisement is less than the expected level of significance of 0.05, except for paper ads which has a significance level of 0.191. This means that there is no significant correlation between customer perception and experience with radio commercials, television, the internet, social media, and large formats.

The degree of significance for paper ads is comparatively more significant than the expected level of significance, but it is still not significant enough to establish a strong correlation between customer perception and experience with paper ads. Therefore, we may conclude that based on this analysis, there is no significant correlation between customer perception and their experience with various forms of advertising. However, it is important to note that other factors not included in this analysis, such as the content and messaging of the advertisements, could still play a role in shaping customer perception and behaviour.

12. There are several strategies that can be used to increase customer perception towards billboard advertising, including:

- Eye-catching design: Using bright colours, creative visuals, and unique fonts can help make the billboard stand out and catch people's attention.

- Clear messaging: The message on the billboard should be clear, concise, and easy to understand.
- Avoid using complex language or too much text, as this can be overwhelming and hard to read while driving.
- Strategic placement: Choosing the right location for the billboard can also increase customer perception. High traffic areas or areas with a lot of foot traffic can help increase visibility and exposure.
- Interactive elements: Adding interactive elements to the billboard, such as QR codes or augmented reality features, can also help increase customer perception and engagement.
- Personalization: Personalizing the message to the audience can also increase customer perception. For example, tailoring the message to the local community or adding a personal touch can help make the billboard more relatable and memorable.

13. Overall, increasing customer perception towards billboard advertising requires a combination of creative design, clear messaging, strategic placement, and personalization. By implementing these strategies, businesses can increase the effectiveness of their billboard advertising campaigns and reach a wider audience.

14. Based on the given information, it can be inferred that there is a negative correlation between the level of customer satisfaction and their attention towards potential advertisements. The Pearson's Correlation coefficient of -0.034 indicates a weak negative correlation between the two variables. However, it is still significant as it is lower than the expected level of significance of 0.05 . Furthermore, the hypothesis H4 states that customer satisfaction can be measured after the influence of billboard advertisements on customer attention. Based on the given findings, it can be concluded that H4 is not equal to H0, which means that the hypothesis is supported by the data and there is a significant relationship between billboard advertisements, customer attention, and customer satisfaction.

15. The finding suggests that there is a correlation between the level of customer satisfaction and their attention towards potential advertisements. The Pearson's Correlation coefficient of -0.034 indicates a negative correlation between the two variables. Although the correlation is weak, it is still statistically significant as the level of significance is lower than the expected level of significance (0.05). Furthermore, the study supports the hypothesis that customer satisfaction can be measured after the influence of billboard advertisements on customer attention. This suggests that billboard advertisements can have an impact on both customer attention and satisfaction. Overall, these findings can help businesses to develop effective advertising strategies that take into account the importance of customer satisfaction and attention in promoting their products or services.
16. It can be inferred that there is no significant relationship between age and purchase decisions influenced by advertisements. However, to improve the accuracy of this inference, the following can be considered with respect to this research:
- Consider sample size: The sample size of each age group should be large enough to provide a representative sample of the population. Ensure that the sample size is sufficient to provide reliable and valid data.
 - Consider other variables: The influence of advertisements on purchase decisions may be affected by other variables such as gender, income, education, and location. Consider incorporating these variables into the analysis to provide a more comprehensive understanding of the relationship. By incorporating these suggestions, we can obtain a more accurate and reliable understanding of the relationship between age and purchase decisions influenced by advertisements.
17. As inferred earlier there is a significant relationship between type of residence and purchase decisions influenced by advertisements.
- Identify influencing factors: Determine the factors that may be driving the relationship between type of residence and purchase decisions influenced by

advertisements. For example, urban areas may have higher exposure to advertising or greater access to shopping opportunities.

- Analyse trends: Analyse trends in purchase behaviour among different types of residents to gain insights into consumer behaviour. Identify any patterns or correlations that may exist and use these insights to develop targeted advertising strategies.
- Conduct follow-up surveys: Conduct follow-up surveys to gain additional insights into consumer behaviour and preferences. These surveys can help to refine advertising strategies and provide a more accurate understanding of consumer behaviour.
- Test different advertising strategies: Test different advertising strategies to determine which are most effective in influencing purchase decisions among different types of residents. Consider factors such as messaging, channel, and creative approach in designing advertising campaigns. This understanding can be used to develop more effective advertising strategies that are tailored to the needs and preferences of different types of residents.

18. An Anova Analysis was performed to determine the relationship between the reliability of billboard advertisements and satisfaction level. The mean differences of reliability and satisfaction were reported as 3.345 and 2.545, respectively, indicating a significant difference between the two variables. The level of significance for both reliability and satisfaction were reported as 0.00, which is significantly lower than the standard level of 0.05, indicating a strong relationship between the two variables. The findings suggest that there is a significant relationship between the reliability of billboard advertisements and satisfaction level. This implies that advertisements that are perceived as more reliable are likely to generate higher levels of satisfaction among consumers. The relationship between consumer attention and brand awareness was also found to be significant, further emphasizing the importance of developing effective advertising strategies that capture consumer attention and build brand awareness. Overall, the findings suggest that advertisers should focus on developing advertisements that are reliable, attention-

grabbing, and effective in building brand awareness. Strategies such as A/B testing, customer surveys, and trend analysis can be used to determine which advertisement designs and messaging strategies are most effective in achieving these goals. By incorporating these findings into their advertising strategies, advertisers can improve the effectiveness of their campaigns and generate higher levels of customer satisfaction and brand awareness.

CHAPTER 05

CONCLUSIONS

5.1 RESEARCH CONCLUSION

Billboard advertising has been a popular medium of advertising for years. However, with the emergence of digital media, many have questioned the efficacy of billboard advertising in capturing customer attention. This paper aimed to investigate the efficacy of billboard advertising in capturing customer attention in the context of the multimodality of billboard advertising.

The study reviewed existing literature on billboard advertising and customer attention, identifying the various factors that affect customer attention, such as the location of the billboard, the size of the billboard, the content of the advertisement, and the audience's demographic characteristics. The paper also examined the potential benefits and drawbacks of multimodality, which involves combining different types of media to convey a message, in the context of billboard advertising.

Billboard advertising has been a popular medium of advertising for years. Billboards are large, static displays that are typically placed in high-traffic areas, such as along highways or in urban areas. Billboards are designed to capture the attention of people who are passing by, either on foot or in vehicles. Billboard advertising can be particularly effective in capturing the attention of people who are driving, as they have limited options for engaging with other forms of media.

Several factors affect the efficacy of billboard advertising in capturing customer attention. One of the most important factors is the location of the billboard. Billboards that are located in high-traffic areas, such as along highways or in urban areas, are more likely to be noticed by customers. Additionally, billboards that are placed in areas where customers are likely to be looking, such as at eye-level or near traffic signals, are more likely to be effective.

The size of the billboard is also an important factor in capturing customer attention. Larger billboards are more likely to be noticed by customers than smaller billboards. Additionally, billboards that are placed in areas where customers have more time to view them, such as at intersections or near traffic signals, are more likely to be effective.

The content of the advertisement is also an important factor in capturing customer attention. The advertisement needs to be engaging and relevant to the target audience. Elements such as

humour and emotional appeals can be effective in capturing attention. Additionally, the message needs to be clear and concise, as customers have limited time to view the advertisement.

Audience demographics can also affect the efficacy of billboard advertising. For example, billboards that target a specific demographic, such as young adults or families, are more likely to be effective. Additionally, billboards that are placed in areas where the target audience is likely to be, such as near shopping centres or entertainment venues, are more likely to be effective.

Based on the literature review, it can be concluded that billboard advertising can be an effective way to capture customer attention, particularly when combined with other forms of media in a multimodal approach. The size and location of the billboard play an important role in capturing customer attention, with larger and strategically placed billboards being more effective.

Multimodality can enhance the efficacy of billboard advertising by increasing the reach and frequency of the advertisement. Combining billboards with other forms of media, such as social media or mobile advertising, can help to reinforce the message and create a more cohesive and memorable advertising campaign. However, it is important to ensure that the different forms of media used in a multimodal approach are complementary and consistent with each other.

Despite the potential benefits of multimodality, there are also some drawbacks to consider. Using multiple forms of media can be expensive, and it may be difficult to measure the effectiveness of each component of the advertising campaign. Additionally, using too many different forms of media can be overwhelming for the audience and may actually decrease the effectiveness of the advertising.

In conclusion, billboard advertising can be an effective way to capture customer attention, particularly when combined with other forms of media in a multimodal approach. The size and location of the billboard, as well as the content of the advertisement, are important factors in capturing attention. Multimodality can enhance the efficacy of billboard advertising, but it is important to ensure that the different forms of media used are complementary and consistent with each other. Ultimately, the effectiveness of billboard advertising will depend on the specific context and audience, and it is important for advertisers to carefully consider these factors when designing their advertising campaigns.

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5.4 ANNEXURE

QUESTIONNAIRE

1. AGE RANGE	<ul style="list-style-type: none">• BELOW 20• 20 - 30• 30 - 45• 45 - 65• ABOVE 65
2. TYPE OF RESIDENCE	<ul style="list-style-type: none">• RURAL• URBAN• SEMI- URBAN
3. GENDER	<ul style="list-style-type: none">• MALE• FEMALE• OTHER
4. ARE YOU A STUDENT?	<ul style="list-style-type: none">• YES• NO
5. DO YOU BELIEVE IN ADVERTISING ?	<ul style="list-style-type: none">• YES• NO
6. DOES THE TYPE OF RESIDENCE AFFECT YOUR EXPOSURE TO ADVERTISEMENTS?	<ul style="list-style-type: none">• YES• NO• MAYBE
7. HOW OFTEN DO YOU COME ACROSS ADVERTISEMENTS?	<ul style="list-style-type: none">• NEVER• RARELY• SOMETIMES• OFTEN• ALWAYS
8. ARE YOUR PURCHASING DECISIONS EVER INFLUENCED BY ADVERTISEMENTS?	<ul style="list-style-type: none">• YES• NO• MAYBE

<p>9. HOW LIKELY ARE YOU TO BUY THE FOLLOWING AFTER VIEWING AN ADVERTISEMENT?</p> <p>I. CLOTHING AND APPAREL</p> <p>II. COSMETICS</p> <p>III. ACCESSORIES</p> <p>IV. FOOTWEAR</p> <p>V. FOOD ITEMS</p>	<ul style="list-style-type: none"> • NEVER • RARELY • SOMETIMES • OFTEN • ALWAYS
<p>10. RATE HOW OFTEN YOU ENCOUNTER THE FOLLOWING TYPE OF ADVERTISEMENT IN YOUR DAILY LIVES?</p> <p>I. RADIO</p> <p>II. TELEVISION</p> <p>III. INTERNET</p> <p>IV. SOCIAL MEDIA</p> <p>V. LARGE FORMATS (BILLBOARDS, OUTDOOR ADVERTISING ETC)</p> <p>VI. PAPER</p>	<ul style="list-style-type: none"> • NEVER • RARELY • SOMETIMES • OFTEN • ALWAYS
<p>11. HOW RELEVANT DO YOU THINK BILLBOARD ADVERTISING IS ?</p>	<p>HIGHLY RELEVANT</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>HIGHLY IRRELEVANT</p>
<p>12. ON THE FOLLOWING SCALE, RATE THE INTERRELATION BETWEEN BILLBOARD ADVERTISING & BRAND AWARENESS.</p>	<p>HIGHLY INTERRELATED</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>HIGHLY CONTRASTING</p>
<p>13. HAVE BILLBOARDS EVER CAPTURED YOUR ATTENTION, WHEN SPENDING TIME OUTSIDE YOUR HOME?</p>	<ul style="list-style-type: none"> • YES • NO

<p>14. ON THE FOLLOWING SCALE, HOW ATTENTIVE ARE YOU TO BILLBOARD ADVERTISEMENTS?</p>	<p>HIGHLY ATTENTIVE</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>HIGHLY INATTENTIVE</p>
<p>15. DO YOU AGREE WITH THE FOLLOWING STATEMENTS?</p> <p>I. BILLBOARDS ALLOW GEOGRAPHICALLY TARGETED MARKETING.</p> <p>II. BILLBOARDS CAPTURE ONE OF THE FEW CAPTIVE AUDIENCES LEFT.</p> <p>III. DIGITAL BILLBOARDS HAVE OPENED NEW AVENUES.</p> <p>IV. BILLBOARD ADVERTISING STANDS ABOVE THE REST.</p> <p>V. BILLBOARDS CREATE BRAND AWARENESS</p> <p>VI. BILLBOARDS HAVE CHANGED WITH CONSUMER PREFERENCES</p> <p>VII. BILLBOARDS WILL NEVER GO OUT OF STYLE</p> <p>VIII. BILLBOARDS APPEAL TO ALL AGES</p> <p>IX. BILLBOARD ADVERTISING REFLECTS CHANGING ATTITUDES</p>	<ul style="list-style-type: none"> • STRONGLY AGREE • AGREE • NEUTRAL • DISAGREE • STRONGLY DISAGREE
<p>16. RATE HOW EACH ELEMENT AFFECTS YOUR ATTENTION TO A PARTICULAR BILLBOARD ADVERTISEMENT?</p> <p>I. COLOUR SCHEME</p> <p>II. SIZE</p> <p>III. LOCATION</p> <p>IV. MESSAGE AND FONT STYLE</p> <p>V. CELEBRITY IMAGES</p> <p>VI. CREATIVITY AND DESIGN</p>	<ul style="list-style-type: none"> • NEVER • RARELY • SOMETIMES • OFTEN • ALWAYS
<p>17. HAVE YOU EVER PURCHASED A PRODUCT AFTER COMING ACROSS A BILLBOARD ADVERTISEMENT?</p>	<ul style="list-style-type: none"> • YES • NO
<p>18. LEVEL OF SATISFACTION OF THE PRODUCT PURCHASED?</p>	<p>HIGHLY SATISFIED</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>HIGHLY DISSATISFIED</p>

<p>19. DIGITAL BILLBOARDS GAVE A NEW MEANING TO BILLBOARD ADVERTISING.</p>	<p>HIGHLY AGREE</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>HIGHLY DISAGREE</p>
<p>20. BILLBOARD ADVERTISEMENTS ARE RELIABLE.</p>	<ul style="list-style-type: none"> • STRONGLY DISAGREE • DISAGREE • NEUTRAL • AGREE • STRONGLY AGREE
<p>21. NAME</p>	