

Billboard Advertising and Customer Attention: A Pakistani Perspective

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Abstract- Billboard advertising plays an important role and it should be placed on right place at right moment. It is a best way for introducing or advertising your business products because it's an easiest marketing tool to communicate with different people, you don't need to find your customers, and customer will find your advertising. The objective of this study is to determine what features should be used to attract customer while making billboard ads. This study explain billboard advertising and their impact on consumer attention, whether the target audience gives importance to billboard or not, and to understand the element that are necessary to create an effective billboard to attract customers attention. Variables used in this study include Color & size, Celebrity Images, Brand Image & Logo and Texture & Messages. A sample of 200 respondents has been taken. The primary data of the study is collected personally with the help of well-structured and closed ended questionnaire and survey based on 200 respondents. Researcher conducted one tail T-Test and used the frequencies too. The SPSS program was used in conducting the analysis. All these variables have positive impact on customer attention. Effective advertising through billboard should be based on variety, reality, quality and attractiveness. The results show that the chosen variables have an impact on billboard advertisement and hence the objective of this research met. This research is beneficial for all consumers as well as for companies that use to promote their products through this medium. Further research will be done by interviewing more consumers of all ages and advertising experts so that more accuracy in the results will be generated, moreover researchers may specify the industries or sectors to get the targeted results.

Index Terms- Billboard Advertising, Brand Image, Celebrity, Consumer Attention

I. INTRODUCTION

A 1.1. Over view & Background

Advertising is like a form of communication that is primarily used to influence a group or individuals to take some actions in the interest of a company. (Ryans, 1996) It was stated by (Tellis, 1997) about awareness of trademark, innovative communication in relevant advertising about brands and found that promotion is very effective that grows consciousness and sales to some extent as the media is more easily accessible by many people around the globe.

Billboards, which are the basis of this research, are one of the forms of advertisement that are very relevant to convey the message to the public which is to be attracted by a company. It's seen that the campaign period, posters and the site have an effect

on the possible contact by the target group. This is an important study to understand the trends of outdoor advertising especially the billboards.

Ever since Jared Bell presented and explained a huge poster in the public in the mid 1800, the advertising of billboards remains as one of the top medium for promoting a brand. (Thomas, Alexa;, 2015) As per Outdoor Advertising Association of America, Inc in (Bulletins, 2015) billboards are the largest with strong and impactful form of advertisement. If looking at the progress of advertng, roadside advertising has remained very relevant till the existence of land transportation.

Billboards are a form of outdoor media but in many cases different scholars also distinguishes it from outdoor media and see them as a form of advertisement. (Anna, 2006) According to (Meurs & Aristoff, 2009), this form of advertisements presents an appeal for the brands and products which could be used to gain more market share. Moreover, it develops clear branding through large text sizes, pictures of celebrities and brands/products, clearly explained features and benefits and other such information such as prices.

Hoardings and Billboards are one of the main competitive edges in medium of advertising. Technological changes also impacts this industry as well as the traditional mode of billboards have shifted to electronic boards. Cut-out billboards are considered to be the new trend in the industry. The industry spends much each year to influence the central and local billboards control, hence, it is taken widely accessible, cheaper, convenient and more attractive. (Hussain & Nizamani, 2011)

1.2. Problem statement:

Billboards have remained an important tool to share the information with the target market. However, due to changes in technology and increasing globalization there is a need to check whether this form of medium is still relevant for promoting and presenting a product successfully to the target market or not and what factors that contribute success for this form of advertising?

1.3. Statement of purpose:

The purpose of conducting this research is to determine the factors that influence the most in advertising through billboards. Moreover the study is also designed in a way that it explains the possible impact of billboards advertisement on the financial indicators as well. This is important because in this global world when bombardment of advertisements occurs it is difficult for customers to retain the information of a particular brand/product. Therefore, the study is going to check the current status of influence of billboards as a marketing tool used by the companies.

1.4. Significance of the study:

A billboard advertisement considers a clear and impactful advertisement in marketing. Thing that make this research unique is that it attempted to explore the current status of this form of advertisement that whether it is still an affective medium on which a company should trust to invest or not and if it does, it identifies the current factors that are still relevant and may contribute to a success of any particular organization. The study is going to benefit the companies who are still promoting their products through this medium after being checked it effectiveness the academicians, researchers and to the students to identify and dig into the detail of this field.

1.5. Research objectives:

The main objective of this research is based on the drive to know the effect of billboards advertising on the customer's attention that helps companies to get their products and brands promoted and the benefit of the activities on ongoing business operations. Several other objectives of this research are also included that are:

- ✚ To identify the meaning and importance of customer attention.
- ✚ To investigate the significance of billboard advertising and there attributes.
- ✚ To explore the relationship between the customer attention and billboard messages.

- ✚ To identify the perception of customer on how the color, size messages and texture are beneficial for them.
- ✚ To check the relationship of large and small size billboard's design.
- ✚ To examine that colorful billboards are effective or simple advertising.

1.6. Hypothesis:

HO₁: There is no impact of color & Size of billboard on customer attention.

HA₁: There is a positive impact of color & Size of billboard on customer attention.

HO₂: Celebrity of billboards has no impact on customer attention.

HA₂: Celebrity of billboards has a positive impact on customer attention.

HO₃: Brand image and logo has no impact on billboard to attract customers.

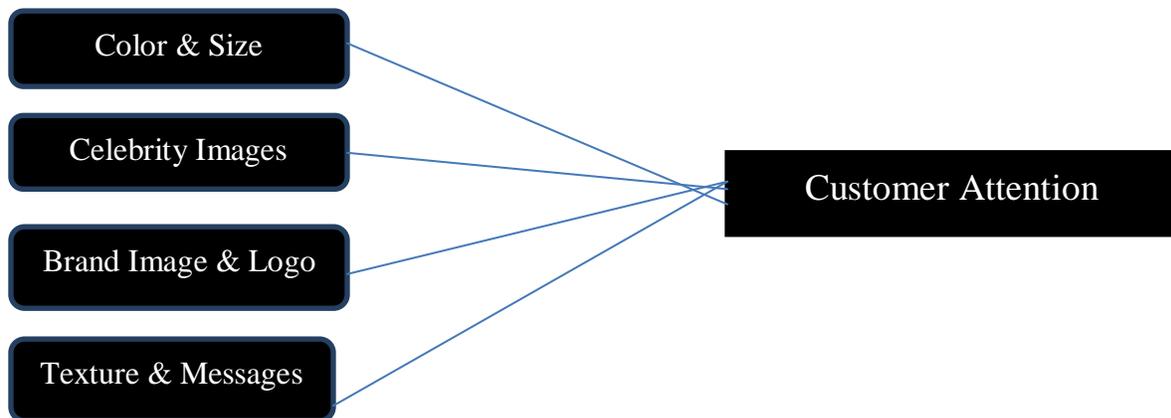
HA₃: Brand image and logo has a positive impact on billboard to attract customers.

HO₄: Texture and messages of billboard has no impact on customer attention.

HA₄: Texture and messages of billboard has a positive impact on customer attention

Therefore, the theoretical framework is;

Table 01:



1.7. Limitation:

Nothing is perfect at all, there always be some limitation and expectation, which we faces in our work and that limitation should be mentioned as well in order to give complete knowledge of our readers and in order to minimize the criticism. So there are some limitations in this research as well and one of them is the time.

- The time factor is very much important in any research and Researchers tried best to manage and conduct a best research in limited time in order to complete the requirement of the course and get enough knowledge of conducting research.

- Another limitation to the study is that the research is conducting in the Karachi city and also whole city is not covered.
- The types of customers selected for this research is general customers.

1.8. Summary:

In this study, researchers took a consumer's perspective and examine consumers' perceptions towards different types of ads. Billboards became the initial focus of this study to see what exactly makes them so successful. It has been decided that four variables namely Color & size, Celebrity Images, Brand Image & Logo and Texture & Messages are being used in the study to

check the impact of billboards in the city. The study is conducted under several limitations; however there is a great chance for marketers and future researchers to excel in this area as far as marketing and advertising is concerned.

II. LITERATURE REVIEW

An organization 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 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)

(Mitchell, 1986) argued that the advertisements of 2 products having same attributes can have a different impression. The combination of the exact picture, color and the text in an advertisement makes an ad different among others. The visual is associated with the emotions and these emotions come from social needs generated by culture and from biology of the individuals. The visual part of an ad has two main duties, one is to draw the attention and make feeling good. It is believed that individuals translate visual elements of ad design into verbal information of the product (Messaris, 1996)

It is important to understand that design is a combination of colors, shapes lines on a piece of paper and adding up these elements makes an 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, humor or rational etc.
- *Text*: this includes attributes color, font and size
- *Color*: this includes colors & groups of colors like cold and warm and black & white.

(Till & Busler, 2000) explored that there was a strong effect of 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 endorser is attractive as compare to unattractive one. The celebrity endorser is a person who enjoys recognition of public and uses that recognition on behalf of a customer good by appearing in a particular advertising.

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 pass nearby. Two of them were posted on smaller streets while 8 are posted on main highway road where

traffic was comparatively on higher side. In American settings diver is 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 affect 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 respondents 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 adopt outdoor advertising that have an impact on geographic locations and effective sales response. (Schlossberg, 1990).

Findings of (Hussain & Nizamani, 2011) have revealed that size of boards, colors used in the board, locations and the images selected in the boards does matters for gaining the attentions 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 color 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.

III. RESEARCH METHODS

3.1. Method of Data Collection and Instrument Used

Primary data was collected personally with the help of well structured and closed ended questionnaire and collected this survey from respondents. The analysis is based on five points Likert Scale. Data gathered were checked for clarity, organized and analyzed in line with the research objectives. The sample which was taken to test the customer attention was asked about colors, celebrity, brand logo and the text of billboard. The first part of the instrument consist of demographic information consist of gender, age, income, qualification, professional work experience and the contact details. It is important to mention here that the personal information about the respondent was not made mandatory in the instrument.

3.2. Sampling Technique, Sample Size and Statistical Test

The population for the study comprised the general public of Karachi. For the purpose of sampling, respondents are selected on the basis of their encounter with the billboards advertisements in the city and for that convenience sampling technique has been used as sampling technique. 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 of this paper one sample T-Test has been deployed.

IV. RESULTS

Table 02:

Items	Rank	N	Mean	Std. Deviation
Color of the Billboard	1	200	4.6100	.70025
Size of Billboard	2	200	4.5650	.63860
Celebrity Image	3	200	4.4550	.70031
Product Image	4	200	4.3750	.58831
Graphic Presentation	5	199	4.2161	.89247
Brand Name Prominence	6	200	4.2150	.68639
Logo of the Company/Brand	7	200	4.1200	.89420
Brand and Logo	8	200	4.0150	.83562
High Content Billboards	9	199	4.0050	1.00753
Texture on Billboards	10	200	3.9550	.89834
Messages effectiveness	11	200	3.9350	.79621

The above table is listed on the basis of maximum averages of the variables that are tested in this research. The findings of this research as shown on table 1 reveals that Color & Size, Celebrity Image, Brand Image & Logo Texture & Message are the fundamentals for getting the attention of the customers passing by. Therefore, advertising through this medium in Pakistan should have all the mentioned variables to get the success of any marketing campaign.

V. DISCUSSION AND CONCLUSION

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 Color & 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. Hence, the results of this study are in favor and all the primary and secondary objectives of the research are achieved through its various constructs that matters for getting the attention of the customers.

Though the research was based on the typical variables of related to billboards and proved that the variables are very relevant to in this form of advertising but it is also imperative for future researchers to dig into the details of modern ways of advertising through billboards. As the technological advancement is going on in this era therefore, future research may also find out the better billboards advertisement and their impact on company's advertising strategy.

In Pakistani perspective, future researchers may also find out the effectiveness of billboards because governments whether they are Federal, Provincial or Local government are least bothered about the distance of billboards. The disadvantage of this action may cause the effectiveness of billboards when customer finds numerous billboards on a same road/track and it becomes difficult for audience to memorize a specific company or brand/product.

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