

Impact of Billboard Advertisement on Customer Buying Behavior: A study on Islamia University of Bahawalpur (IUB)



International
Interdisciplinary
Journal of Scholarly
Research (IJSR)

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Abstract

The idea behind this study is to expose the factors which have greater influence on customer buying behavior while making purchase decision through billboard advertisement. Here, in this study it is finally concluded after applying correlation and regression techniques that billboard location and catching billboards have greater influence on customer buying behavior. **Design/methodology:** this study is conducted on the students of IUB and sample size of 259 questionnaires was filled to find out the impact of billboard advertisement on their buying behavior. In this study reliability, correlation and regression techniques are applied.

Findings: it is concluded that billboard advertisement influences the consumer buying behavior more when it is attractive to see, easy to understand and it is properly placed means delivering its messages to the right people.

Keywords: Advertisement, Outdoor advertisement, Billboard advertisement, Catching billboards.

1. Introduction:

In this rapidly changing world marketers want to communicate their message to the people that can influence buying behavior of people. They adopt different tools to deliver their ideas to the people and advertise their product to the target customers. Now a day's people are bombarded with lots of information through multiple media like newspapers, magazines, billboard, television and internet (Latif & Abideen, 2011). But people are engaging in many activities at a time, they did not have time to update themselves time by time. And it is becoming difficult for advertisers to trap them so in these circumstances advertisers select billboards as an advertisement tool that effectively convey message to the target people (Balkafl, Akbulut and Kartopu, 2005) even when they are not there. Authors and researchers recognized that billboards have unique characteristics (e.g., Kelley and Jugenheimer 2004; Sissors and Baron 2002; Taylor 1997; Vanden Bergh and Katz 1999; Woodside 1990). Through billboard advertisement, advertisers can attract the customers towards their product at particular location.

Now a day's companies are using so many ways to attract customers toward their product. For this purpose they are using advertising, publicity, personal selling etc. among all marketing tools that advertisers choose to attract customers towards their products or the services offered, most important is advertising because its impact is relatively long lasting relative to other marketing tools (Katke, 2007). Due to clutter of channels customer's are giving less response towards ads. The main objective of advertisement is to find out the impact of advertising on customer buying behavior (Abideen and Saleem, 2011). Trend of billboard advertisement is very common and is increasing day by day. So, main focus in the study is to find out the impact of billboard advertisement on customer buying behavior. Main purpose to analyze the impact of buying behavior of the customers is that why people act in certain ways under given circumstances (Abideen and Saleem, 2011).

Purpose of this study is to examine buying behavior of customers through billboard advertisement. Effectiveness of billboard advertisement depends on the way through which message delivers to the target market and the way it affect the behavior of customers while



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making decision about the product. There are different factors which affect the effectiveness of billboard advertisement. Advertisement should be understandable, attention-grabbing and its position should be suitable that target the customer that really have a need or may be unspoken need of that people (Taylor and Franke 2003 cited in Taylor, Franke and Bang, 2006). It is relatively easy as well as cost effective for the advertisers that they advertise their products through billboard advertisement. Through this way advertisers can also target the customers to which they really want to target.

Advertisers are now concerned about the ways they can attract the customers. This paper helps other researchers who want to do research in the same field. But here in this study main focus is to analyze the impact of billboard advertisement on customer buying behavior in Bahawalpur. Significance of this study is that it tells that whether in Bahawalpur billboard advertisement is effectively targeting the existing and potential customers and the way it effect the buying behavior of target customers.

2. Literature Review

2.1 Advertisement:

Researchers defined advertising in a different way so there is a need to develop one definition that is understood by all the people at all location. So, Richards and Curran (2002) gather experts to develop one definition. They defined advertising as “*Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future*” (p.74). Advertisement is the strategy through which information about the product and service is delivered to the customers (Anusree and Lynch, 1995) and it also recognizes unspoken needs and wants in existing and potential customers (John Kenneth, 1958). Main objective of advertiser is that they want to reach towards their existing and potential customers and make available information about the products and the services, attitude and buying behavior of the customers (Ayanwale et al., 2005, Adelaar et al., 2003 and Abideen and Saleem, 2011). Customer buying behavior is a tool to analyze the complication in marketing process (Adeolu et al., 2005). This is an information age; consumers are now easily getting information about the products and services that they can get through multiple sources. All these things leading towards interactive marketing (Newell & Merier, 2007; Kondo & Nakahara, 2007). Customer buying behavior is determined by the idea that decides impulse buying of product or service (Adelaar et al. 2003).

Proctor et al. (1982 cited in Abideen and Saleem, 2011, p.57) explained analysis of consumer buying behavior as “*why consumers act in particular ways under certain circumstances*”. Salomon (2004, cited in Stávková, Stejskal and Toufarová, 2008, p.276) said that today basic belief about consumer behavior is that lot of time customers purchase product not only because of its core value but for the extra features that customers can gain with its real product features. Such as intangible factors (image, status, consulting services, after-sale service) that can influence customers to purchase that product again and again (Foret, Procházka 2007). So to meet that needs and wants advertisers select different advertisement tools through which they can attract their customers.

2.2 Outdoor Advertisement

The most important benefit of outdoor advertising with respect to other mediums is that “*your audience can't zap, discard or even click away from it*” (Business Wire, Dec. 4, 2002, p.6). Through outdoor advertisement people encounter with different advertisements even when they actually do not know they are targeting by the advertisers. Advertisement through billboards is still one of the dominant forms of advertisements (Lichtenthal, Yadav and Donthu, 2004)

2.2 Billboard Advertisement

There are different tools of outdoor advertisement through which advertisers can attract the customers but the most effective and cost efficient is through billboard (Taylor and Franke 2003; Taylor, Franke and Bang, 2006). Cat Chien (2011) stated that Billboards perform many functions that specifically are :

- Deliver and circulate information to the target customers (Cat Chien, 2011).
- Arouse thoughts and opinion about the products or the services offered (Cat Chien, 2011).
- Increase understanding about relevant product or service offered (Cat Chien, 2011).



- Offering platform for diagrammatic look about the product and services that advertisers are offering (Cat Chien, 2011).

Users of billboard consider that billboards really have distinctive benefits that other media is not providing (Charles R. Taylor and George R. Franke, 2003). Several benefits that billboard offerings are:

- Billboards communicate appropriate information at reasonable cost (Charles R. Taylor and George R. Franke, 2003; Taylor, Franke and Bang, 2006).
- Billboards draw attention of the customer towards the product and service that advertiser or the marketers are offering (Charles R. Taylor and George R. Franke, 2003).
- Billboards attack the customers that advertisers really want to target it (Charles R. Taylor and George R. Franke, 2003).
- Advertisers can place the billboards where they think it is easy for them to deliver their product to the customers (Taylor, Franke and Bang, 2006).
- 24 hours existence of ads (Taylor, Franke and Bang, 2006).
- Brand understanding (Taylor, Franke and Bang, 2006).
- Visual influence through uniqueness of message and size of advertisement (Taylor, Franke and Bang, 2006).
- Billboards attract existing as well as potential customers (Taylor, Franke and Bang, 2006).
- Enhancing sales (Taylor, Franke and Bang, 2006).

2.3 Variables

In this study billboard advertisement is independent variable because it affects the buying behavior of the customers and customer buying behavior is dependent variable. There are different factors by which billboard advertisement influences the buying behavior of customers. But here in this study focus is on two factors which are billboard location and catching billboards.

2.4 Billboard Location:

Location of billboard means that it is properly placed according to the advertisers target market (Taylor, Franke and Bang, 2006). Location of billboard influences buying decision because it targets the audience which advertisers really want to convey their message. Through billboard advertisement advertisers can target the customers that they really want to hit it (Charles R. Taylor and George R. Franke, 2003). Advertisers want to select the appropriate location where they can target maximum people at one time (Taylor, Franke and Bang, 2006). Location of billboard influences buying decision because it targets the audience which advertisers really want to convey their message. Without deciding appropriate location it is difficult for the advertisers to deliver their message to target customers.

2.5 Catching Billboards:

Catching billboards is another factor which influences buying behavior of the customers. If advertisers really want to convey their message to the target people then it is necessary that information that display on billboard is relevant, obvious, understandable and appealing (Taylor, Franke and Bang, 2006). Blasko (1985 cited in Taylor, Franke and Bang, 2006) planned five principles for effective, successful and catchy billboard advertising, which are:

- Billboard should include few words; usually eight words are considered appropriate (Blasko, 1985 cited in Taylor, Franke and Bang, 2006).
- Simple and Catching background (Blasko, 1985 cited in Taylor, Franke and Bang, 2006).
- Product recognition (Blasko, 1985 cited in Taylor, Franke and Bang, 2006).
- Simple, easy and understandable message (Blasko, 1985 cited in Taylor, Franke and Bang, 2006).
- Uniqueness (Blasko, 1985 cited in Taylor, Franke and Bang, 2006).

Attitudes of peoples towards ad are taken as the most effective supposition in advertising and marketing research (Abideen and Saleem, 2011). And attitudes about particular product.



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3.0 Hypothesis:

- H₀:** Billboard advertisement does not affect consumer buying behavior positively.
- H₁:** Billboard advertisement affects consumer buying behavior positively.
- H₂:** Billboard Location affects consumer buying behavior positively.
- H₃:** Catching billboard affects consumer buying behavior positively.

4.0 Research Methodology

4.1 Data and Analysis

This research is conducted to measure the impact of billboard advertisement on customer buying behavior particularly on the students of Islamia university of Bahawalpur. Primary data is used in analysis of this study. And data is collected from the students of IUB.

4.2 Sampling Technique and Size of Sample

A simple random selection technique is used in this study and sample size is 300 selected from IUB students. But out of 300 questionnaire 259 questionnaire 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 .680 confirms that sample size is sufficient for this analysis.

4.3 Instrument

19 items developed to find out the impact of billboard advertisements on customer buying behavior and measured on 5 point likert scale that includes the range from strongly agree to strongly disagree. As strongly agree represented as 1, agree = 2, not sure = 3, disagree = 4, strongly disagree = 5. Sub parts of questionnaire were selected from different studies. Items of dependent variable which is consumer buying behavior were taken from this site <http://www.questionpro.com/a/showSurveyLibrary.do?surveyID=266257>, items of independent variable taken from <http://www.bestsamplquestionnaire.com/marketing-surveys/advertising-evaluation-questionnaire/> and some items are selected from (Haytko and Matulich, n.d.)

5. Results and Discussion

5.1 Reliability:

Cronbach's alpha test is applied in order to check the reliability of instrument. Value of Cronbach's Alpha came 0.865 which applied on 19 items. And its value is greater from the standard value 0.70, estimated by (Nummally, 1978) which means instrument is reliable and further tests can be applied confidently to confirm the objectives of this study.

5.2 Correlation:

Relationship between two variables c determined by running Pearson correlation technique. As it can be seen table 1 Value of Pearson correlation between independent and dependent variables which are billboard location and consumer buying behavior respectively is 0.573 means that there is a positive relationship between these two variables, at significance 0.000 this means that alternate hypothesis is accepted which is Billboard Location affects consumer buying behavior positively, in order to see the strength between these two variables further regression technique can be applied.

And Value of Pearson correlation between independent and dependent variables which are catching billboard and consumer buying behavior respectively is 0.782 this means that alternate hypothesis is accepted which is catching Billboard affects consumer buying behavior positively, in order to see the strength between these two variables further regression technique can be applied.



Table 1: Correlations

		CON_BUY	LOC	CAT_BIL
CON_BUY	Pearson Correlation	1	.573**	.782**
	Sig. (2-tailed)		.000	.000
	N	259	259	259
LOC	Pearson Correlation	.573**	1	.544**
	Sig. (2-tailed)	.000		.000
	N	259	259	259
CAT_BIL	Pearson Correlation	.782**	.544**	1
	Sig. (2-tailed)	.000	.000	
	N	259	259	259

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

5.3 Regression:

Value for R shows the strength of relationship between IV and DV. As it can be seen in table 2 value of R between both independent (billboard location, catching billboard) and dependent variables (consumer buying behavior) is .801 it means that there is a strong positive relation between IV and DV. value of R square tell about the variance, in this study value of R square is .642 which means IV explain 64.2% of variation in DV and at significance level .000 which is less than its standard value (0.05), it means model is good fit and these are the real variables that explaining DV so our alternate hypothesis is accepted, which is;

H₁: Billboard advertisement affects consumer buying behavior positively.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.642	.639	.37228

a. Predictors: (Constant), CAT_BIL, LOC

b. Dependent Variable: CON_BUY

6. Discussion and Conclusion

When researchers evaluate billboards advertisement its rate to influence customers is higher relative to other media because it deliver information affordably, attract potential customer that all in turn enhances sales (Taylor and Franke 2003 cited in Taylor, Franke and Bang, 2006). It is evident from correlation and regression test that there is significant strong positive relationship exist between dependent (consumer buying behavior) and independent variables (catching billboard). It is normally considered that impact of billboard on customer buying behavior is usually depending on message format and location (Taylor, Franke and Bang, 2006). If way of delivering message is clear, understandable and billboards are properly located then people buying behavior is influences. This study reconfirms the results of previous studies of Donthu, Cherian, and Bhargava (1993) and Bhargava, Donthu, and Caron (1994) whose results are matched with this study like they had analyzed that location and attractive billboard have more influence on buying behavior of customers. In particular geographic area properly placed billboard attract customers more to the products and services (Allaway, Berkowitz, and D'Souza 2003; Bell, Ho, and Tang 1998).

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