IMPACT OF BILLBOARDS ADVERTISEMENTS ON CONSUMER'S BELIEFS: A STUDY

Mr. Anil Kumar

Asst. Prof. CBS Group of Institutions
Fetehpuri, Jhajjar (Haryana)

ABSTRACT

The purpose of this study was to determine the influence ratio of billboard advertisements on survey participants (consumers) who are living in Jhajjar & Rohtak cities (Haryana) and to measure the effects on participants' purchasing behavior. The research also attempted to specify the different characteristics of billboard advertisements in comparison to other advertising instruments. The other research aims are to designate the status of billboard advertisements among the advertisement instruments which are thought to have an effect on the purchasing behavior of consumers and to determine the effects and dimensions of billboard advertisements. A face-to-face interview survey is conducted on 150 people who live in Jhajjar & Rohtak cities and who are selected with random sampling. Data were analyzed by using Multivariate Factor analysis. SPSS 17.0 for Windows was employed for the scale measurement. The result of the analysis shows that people generally have positive opinions about advertisements. They think that billboard advertisements have more effective visual impact. Respondents also stated that billboard advertisements contribute to the cityscape in terms of variety and beauty, and they do not pollute the environment. However, awareness of billboard advertisement amongst some people is relatively low. The results of the study indicate that billboard advertisements which create different ideas, which are effective in informing and persuading people and which are sensitive to the environment can be viewed positively by consumers. In particular, amongst consumers with higher educational and income levels, billboard advertisements are becoming striking and their visibility is increasing.

Keywords: Billboards Advertisement, Customer Behavior, Multivariate, Sampling

INTRODUCTION

In modern times, advertising has been playing a significant role in our socio-economic life. It is considered an effective and cost efficient tool communication. Through advertising is used for non economic purpose, it is highly used to attain business objectives. In this era of globalization and deregulation, advertising has acquired a new status. Advertising carries several responsibilities. Advertising informs the public so that they can be aware of products and make informed choices among different products or brands. Advertising also benefits businesses in assisting them to sell their products. It is a powerful force in terms of its persuasiveness and functions a critical social role. Moreover the high visibility and pervasiveness, it generates criticism and controversy. Much of this controversy springs from the fact that advertising is used more as a persuasive communication tool thereby creating

14

serious impact on the tastes, values and lifestyles of society. Technological advances have added new feathers to the entire gamut of advertising, and hectic competition has made advertising more powerful in the process of attracting and holding customer. As a matter of fact, advertising creates a good employment opportunities, lot of information provide regarding the development taking place in the society, contributes to economic growth, and provides information about product and services available in the market which helps in taking buying decisions. Apart from these, advertising is an informer of the clients – business enterprise and non business enterprises. Its basic purpose is to communicate with the society through appropriate message and media .Advertising being an art is created in an attractive manner by using attractive words, symbols etc. In spite of the facts, advertising performs vital function for the society (unethical issues in advertising by Amit Verma). Conclude that our study attempts to identify the dimensionality of consumers towards billboards advertising in general.

BILLBOARD ADVERTISING

A **billboard** is a large outdoor advertising structure typically found in high traffic areas such as alongside busy roads. Billboard advertising remains a very cost effective way to reach a large audience. Advertising style of Billboard advertisements are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it. They have to be readable in a very short time because they are usually read while being passed at high speeds. Thus there are usually only a few words, in large print, and a humorous or arresting image in brilliant color. Before deciding what type of billboard advertising to do, clients should consider the target audience that they want to reach and compare the effectiveness of a stationary message versus one that is mobile. The other factor that comes into play is whether they will use their own fleet of vehicles, city buses, or even trailers, where a client can decide on different markets across North India that they want to reach. Once the Billboard Advertising method is decided, there are three very important elements left to deal with

- **Design**
- **Print Quality**
- **Installation**

Some Type of Billboards:

- Posters ,Painted billboards
- Digital billboard ,Inflatable billboard, Bulletins
- Other types of billboards: Billboard bicycle, the largest mobile billboard, a special advertising trailer to hoist big banners, Mechanical billboards etc.

Keys to effective billboard campaigns:

- Develop a strong tagline that works for the local market.
- Repetition and volume is crucial, an effective campaign requires several billboards.
- Keep the messages simple.
- Make the logo visible so people recognize the brand & can search you out.

15

- Place billboards in areas that your target market frequents - the right roads, parking lots etc.

RESEARCH METHODOLOGY

This study is aimed at identification of the belief factors (dimensions) underlying the attitude of people towards billboards advertisement in general

- **THE INSTRUMENT**

For the purpose of this study, 15 belief statements has been used .These statements are regarding attitude-towards- billboards advertising in general and have been presented in the form of a comprehensive model depicting the primary structure of belief and attitudes about billboards

- **LIMITATION OF STUDY**

The present study has some limitations. First, the study has been conducted in the two cities (Rohtak, Jhajjar) of Haryana. Naturally, opinion of people of other places may be different. Second, the respondents for this study were educated. Illiterate and less literate people might have different views. Third, the variables selected for the study have been taken from literature. Fourth, the analysis is based on five point Likert's scale only

- **THE SAMPLE**

The population for the study comprised the general public from Haryana State (Rohtak, Jhajjar).A sample of 150 respondents comprising 82 from Jhajjar and 68 from Rohtak was selected on the basis of convenience sampling. The data has been collected personally with the help of well structured and non-disguised questionnaire. After scrutiny of the filled questionnaire s, 145 were found to be fit for analysis; others were incomplete or lacked seriousness in response and weeded out. People from all strata of society were included in the survey to make the sample more representative. Table 1 gives the description of demographic characteristics of the respondents

Table1: Demographic Characteristics of Respondents

	Number of Respondents	**Percentage**
Age		
Up to 25 years	45	31
25-50 years	70	48.3
Above 50 years	30	20.7
Sex		
Male	95	65.5
Female	50	34.5
Occupation		
Business	20	13.8

16

Service	50	34.5
Students	40	27.6
Housewife	20	13.8
Retired	15	10.3
Education		
Under Graduation	35	24.1
Graduation	50	34.5
Post-Graduation	35	24.1
Any Professional Degree	25	17.2
Income		
Below Rs 10,000	10	.07
Rs 10,000-Rs 20,000	20	13.8
Rs20,000-30,000	10	.07
Above Rs-50,000	10	.07
Marital Status		
Married	95	65.5
Unmarried	50	43.5

SURVEY ITEMS

Fifteen attributes that were identified as per survey were rated on five point Likert scales ranging from one to five basis i.e strongly disagree to strongly agree.

Table 2: The attributes of the survey

Attributes
1. Advertising through Billboards' is essential.
2. Billboards Advertising are a valuable source of product information.
3. In general, Billboards Advertising is misleading.
4. Billboards Advertising persuade people to buy things they should not buy.
5. Billboards Advertising results in better products for public.
6. Billboards tell me which brands have the features I am looking for.
7. In general, Billboards advertisements present a true picture of the product advertised.
8. There is too much sex in Billboards advertising today.
9. Because of Billboards advertising, people buy a lot of things they do not really need.
10. In general, Billboards advertising promotes competition, which benefits the consumers.
11. Billboards Ads. helps me keep up date about products/ services available in the market place.
12. Some products/services promoted in Billboards advertising are not good for society.
13. Advertising through billboards improves product recall.
14. Most economical method of generating awareness is billboard advertising
15. There is very little one can communicate through billboards advertising.

17

DATA ANALYSIS

On the basis of the research objective, multivariate analysis model was selected In order to find out the dimensionality of beliefs toward advertising; a factor analytic technique has been used. Factor analysis has been applied to the response of all 145 respondents regarding 15 belief statements above **Table2 above,** measured on a five point Likert Scale. In order to test the suitability of the data for factor analysis, the correlation matrix was computed and examined. The results indicated that there were enough correlations to justify the application of factor analysis. Before test applying factor analysis; data were tested by Bartlett's test and Kaiser- Meyer-Olken (KMO) measures. The Bartlett's test examines the null Hypothesis that variables are not correlated. The calculated value of chi-square was 293.065(degree of freedom 105 and significance .000) which were greater than tabulated value at 5% significant level. Therefore, null hypothesis was rejected and variables were correlated. To measure sampling adequacy for factor analysis, Kaiser- Meyer-Olken was employed. The measured value was .588, which was greater than 0.50 that indicated (values between .50 to 1.00) appropriateness of sample .The factor analysis model was applied with principle component analysis as extracted method followed by varimax rotation. All factor loadings greater than .40 (ignoring signs) have considered for further analysis. Six factors were extracted which accounted for 61.562 percent of the total variance. The percentage of total variance is used as an index to determine how well the total factor solution accounts for what the variables together represent. The results of principle component Analysis with Varimax rotation for overall sample are shown in Table7. The Eigen values of factors/ components were 2.620, 1.528, 1.507, 1.350, 1.209 and 1.020 respectively, which explained 61.562 of total factors variance.

- **FACTOR ANALYSIS**

Table3-KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.588
Bartlett's Test of Sphericity	Approx. Chi-Square	293.065
	Df	105
	Sig.	.000

18

Table4-Communalities

	Initial	Extraction
VAR00001	1.000	.579
VAR00002	1.000	.578
VAR00003	1.000	.737
VAR00004	1.000	.662
VAR00005	1.000	.652
VAR00006	1.000	.697
VAR00007	1.000	.705
VAR00008	1.000	.555
VAR00009	1.000	.612
VAR00010	1.000	.694
VAR00011	1.000	.671
VAR00012	1.000	.477
VAR00013	1.000	.605
VAR00014	1.000	.498
VAR00015	1.000	.514

Extraction Method: Principal
Component Analysis.

Table5-Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.620	17.469	17.469	2.620	17.469	17.469	1.658	11.053	11.053
2	1.528	10.189	27.658	1.528	10.189	27.658	1.609	10.729	21.782
3	1.507	10.046	37.704	1.507	10.046	37.704	1.580	10.534	32.317
4	1.350	8.998	46.702	1.350	8.998	46.702	1.531	10.206	42.523
5	1.209	8.061	54.763	1.209	8.061	54.763	1.472	9.813	52.336
6	1.020	6.799	61.562	1.020	6.799	61.562	1.384	9.226	61.562
7	.945	6.301	67.863						
8	.871	5.806	73.669						
9	.763	5.085	78.755						

19

10	.696	4.639	83.393					
11	.639	4.258	87.651					
12	.592	3.946	91.598					
13	.469	3.127	94.724					
14	.445	2.970	97.694					
15	.346	2.306	100.000					
Extraction Method: Principal Component Analysis.								

Table 6-Component Matrix

	Component					
	1	2	3	4	5	6
V1	.503	.097	-.200	.304	.205	.376
V2	.360	-.011	-.187	.270	-.515	.275
V3	-.245	.316	.562	.186	.094	.466
V4	.034	.323	.564	.353	-.114	-.316
V5	.325	.645	-.118	-.069	-.238	-.235
V6	.631	.408	-.274	.033	-.046	-.233
V7	.208	.485	-.175	-.538	.142	.293
V8	.303	.136	.399	-.483	.135	.186
V9	.450	-.065	.590	-.233	.046	-.009
V10	.660	-.363	.182	-.143	-.259	-.081
V11	.477	-.437	.111	-.070	-.430	.223
V12	.247	-.303	-.002	.180	.540	.012
V13	.508	-.211	-.089	-.210	.392	-.309
V14	.442	.083	-.202	.348	.249	.269
V15	.395	.090	.277	.469	.146	-.178

**Extraction Method: Principal
Component Analysis.**

a. 6 components extracted.

Table7-Rotated Component Matrix

	Component					
	1	2	3	4	5	6
V 1	.138	.113	**.739**	.034	.010	-.019
V 2	**.592**	.237	.268	-.219	-.228	-.023
V 3	-.215	-.201	.133	.345	**-.671**	.252
V 4	-.069	.160	-.128	.092	-.197	**.753**
V 5	-.015	**.795**	.006	.060	-.027	.121
V 6	.114	**.700**	.309	.021	.293	.107
V 7	-.180	.452	.152	.469	-.064	-.470
V 8	.054	.076	-.007	**.737**	.016	-.052
V 9	.266	-.032	-.018	**.653**	.137	.306
V 10	**.685**	.047	.031	.276	.357	.134
V 11	**.795**	-.095	.059	.146	.057	-.045
V 12	-.098	-.339	.423	.074	.396	.107
V 13	.027	.045	.176	.234	**.718**	.019
V 14	.064	.087	**.692**	-.032	.064	.042
V 15	.057	.068	.341	.036	.120	**.612**

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Table8-Component Transformation Matrix

Component	1	2	3	4	5	6
1	.523	.378	.509	.341	.424	.169
2	-.462	.757	.104	.158	-.404	.119
3	.064	-.297	-.246	.615	-.265	.632
4	.017	-.145	.476	-.590	-.225	.595
5	-.689	-.322	.439	.263	.399	.001
6	.184	-.267	.501	.253	-.614	-.452

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Variables	1	2	3	4	5	6	Communality
V1	.138	.113	**.739**	.034	.010	-.019	.579
V2	**.592**	.237	.268	-.219	-.228	-.023	.578
V3	-.215	-.201	.133	.345	**-.671**	.252	.737
V4	-.069	.160	-.128	.092	-.197	**.753**	.662
V5	-.015	**.795**	.006	.060	-.027	.121	.652
V6	.114	**.700**	.309	.021	.293	.107	.697
V7	-.180	.452	.152	.469	-.064	-.470	.705
V8	.054	.076	-.007	**.737**	.016	-.052	.555
V9	.266	-.032	-.018	**.653**	.137	.306	.612
V10	**.685**	.047	.031	.276	.357	.134	.694
V11	**.795**	-.095	.059	.146	.057	-.045	.671
V12	-.098	-.339	.423	.074	.396	.107	.477
V13	.027	.045	.176	.234	**.718**	.019	.605
V14	.064	.087	**.692**	-.032	.064	.042	.498
V15	.057	.068	.341	.036	.120	**.612**	.514
Eigen Value	**2.260**	**1.528**	**1.507**	**1.350**	**1.209**	**1.020**	**8.874**
Percent of Variance	**17.469**	**10.189**	**10.046**	**8.998**	**8.061**	**6.799**	
Cumulative Variance	**17.469**	**27.658**	**37.704**	**46.702**	**54.763**	**61.562**	

Table9-Principal Component Analysis with Varimax Rotation (Overall Sample, N=145)

INTERNATIONAL JOURNAL OF TRANSFORMATIONS IN BUSINESS MANAGEMENT

CONCLUSION

Table10-Showing the Resulted Factors with Related Loading Factors

Variables/Statements	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6
1. Advertising through Billboards' is essential.	-----	-----	**.739**	-----	-----	-----
2. Billboards Advertising are a valuable source of product information.	**.592**	-----	-----	-----	-----	-----
3. In general, Billboards Advertising is misleading.	-----	-----	-----	-----	**.671**	-----
4. Billboards Advertising persuade people to buy things they should not buy.	-----	-----	-----	-----	-----	**.753**
5. Billboards Advertising results in better products for public.	-----	**.795**	-----	-----	-----	-----
6. Billboards tell me which brands have the features I am looking for.	-----	**.700**	-----	-----	-----	-----
7. In general, Billboards advertisements present a true picture of the product advertised.	-----	-----	-----	-----	-----	-----
8. There is too much sex in Billboards advertising today.	-----	-----	-----	**.737**	-----	-----
9. Because of Billboards advertising, people buy a lot of things they do not really need.	-----	-----	-----	**.653**	-----	-----
10. In general, Billboards advertising promotes competition, which benefits the consumers.	**.685**	-----	-----	-----	-----	-----
11. Billboards Ads. helps me keep up date about products/ services available in the market place.	**.795**	-----	-----	-----	-----	-----
12. Some products/services promoted in Billboards advertising are not good for society.	-----	-----	-----	-----	-----	-----
13. Advertising through billboards improves product recall.	-----	-----	-----	-----	**.718**	-----
14. Most economical method of generating awareness is billboard	-----	-----	**.692**	-----	-----	-----

advertising					
15. There is very little one can communicate through billboards advertising.	-----	-----	-----	-----	-----	**.612**

Table11-Dimensions of Consumers' Belief toward Billboards Advertisements

Factor Number	Name of Dimension (% of Variance)	Label	Statement(factor Loading)
Factor1	Helpful for Society **(17.469%)**	V_2	Billboards Advertising are a valuable source of product information.
		V_{10}	In general, Billboards advertising promotes competition, which benefits the consumers.
		V_{11}	Billboards Ads. helps me keep up date about products/ services available in the market place
Factor2	Better Quality Product **(10.189%)**	V_5	Billboards Advertising results in better products for public.
		V_6	Billboards tell me which brands have the features I am looking for.
Factor3	Necessity **(10.046%)**	V_1	Advertising through Billboards' is essential
		V_{14}	Most economical method of generating awareness is billboard advertising
Factor4	Harmful for Society **(8.998%)**	V_8	There is too much sex in Billboards advertising today.
		V_9	Because of Billboards advertising, people buy a lot of things they do not really need.
Factor5	Manipulative **(8.061%)**	V_3	In general, Billboards Advertising is misleading.
		V_{13}	Advertising through billboards improves product recall.
Factor6	Persuasion Factor **(6.799%)**	V_4	Billboards Advertising persuade people to buy things they should not buy.
		V_{15}	There is very little one can communicate through billboards advertising.

24

IMPACT FACTOR OF BILLBOARDS ADVERTISEMENT ON CONSUMER'S BELIEFS Dimensions

Billboards Advertising Beliefs' Dimensions
- ➢ Helpful for Society
- ➢ Better Quality Product
- ➢ Necessity
- ➢ Harmful for Society
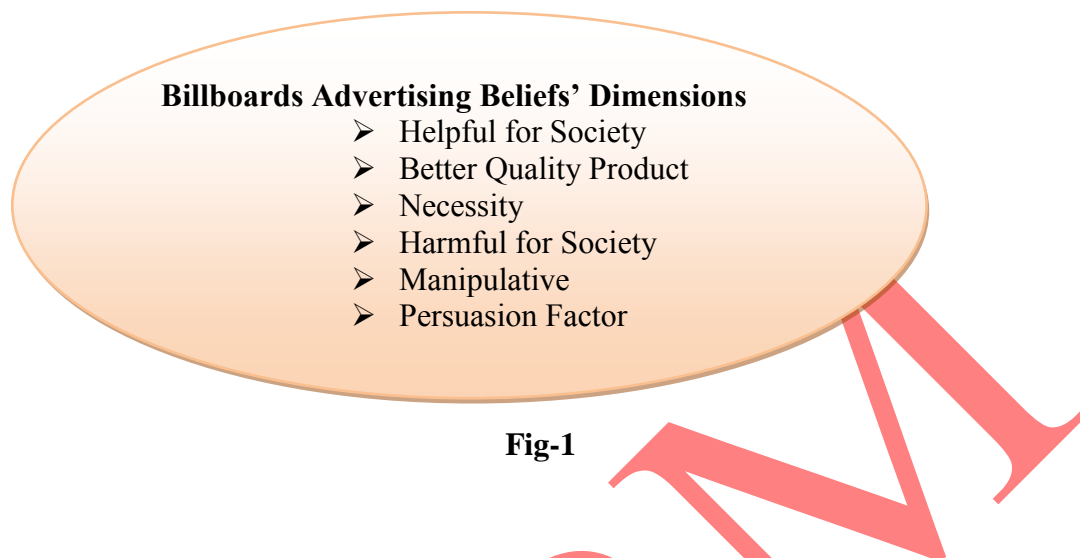- ➢ Manipulative
- ➢ Persuasion Factor

Fig-1

REFERENCE

1. Andrew, J. Craig (1989),"The dimensionality of beliefs towards advertising in general" Journal of Advertising, 18(1), pp.26-35.

2. Armstrong, Gary and Kotler, Philip, "Marketing: An Introduction", 2000, Prentice-Hall, Upper Saddle River, New Jersey.

3. Kotler, Keller, Koshy, Jha, "Marketing Management-A South Asian Perspective", 13th Edition PEARSON, and Prentice Hall.

4. Belch, George E., and Michael E. Belch. Advertising and Promotions: Marketing Communication An Integrated Communications Perspectives: 4th ed. Boston: Irwin McGraw-Hill, (1998).

5. Kotler, Philip, "Marketing Management", 11th Edition PEARSON, and Prentice Hall.

6. Unethical issues in advertising by Amit Verma, in Indian Journal of Marketing, volume: 41, Number: 3, March, 2011

7. Bhargava, Mukesh, and Naveen Donthu (1999), "Sales Response to Outdoor Advertising," Journal of Advertising Research, 39 (July/August), 7–18.

8. Khairullah, H. Z. and Khairullah, Z.Y. (2002). Dominant cultural values: content analysis of the U.S. and Indian print advertisements. Journal of Global Marketing, 16, (1/2), pp.47-70.

9. www.google.co.in (accessed on November 11, November 12, November 14, 2011).

10. www.wikipedia.com (accessed on 12-11-2011).