

## **A Study on the Relationship Between Customer Attention And Billboards Advertising with Special Reference To Consumer Durables**

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**Abstract:** This research was conducted with the major aim to study the relationship between the customer attention and billboards advertising in consumer durables in Delhi Region. Convenience sampling technique was adopted with a sample size of 130 respondents. The primary data for the study was collected using a self designed questionnaire. Correlation and Regression analysis was used to determine the relationship between customer attention and billboard advertising. The key finding of the study was that there is a strong relationship in the retention of consumer durable brands and billboard advertising. The key recommendation of the research is to adopt new and innovative techniques of billboard advertising by which it can be availed as a strong promotional tool for increasing the sales of consumer durables.

**Keywords:** Billboard, Advertising, Customer Attention, Consumer Durable, Satisfaction.

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### **I. INTRODUCTION**

Indian Consumer Durable Market has seen a phenomenal growth and has been a key revenue generator. In the year 2015, revenue from consumer durables in India was closer to US \$ 9.7 Billion. It further increased to US \$ 12.5 Billion in the financial year 2016. In a span of fifteen years, from financial year 2005 to 2020, the consumer durable market is expected to exhibit a CAGR of 13 per cent. The urban population contributes about two third to the total revenue generated by the department and the remaining comes from the rural population

Promotional initiatives taken in the consumer durable industry need to be really thought over and contribute in convincing the consumers as these kinds of products need information and conviction in decision making. An advertisement is one of the oldest, yet the most widely used strategy for brand promotion. It has the objective to gain attention of majority of the target population. This is particularly true for billboard or outdoor advertising because the objective is to not just create association with consumers but also create brand retention for the purpose of recall of the product in the mind of the consumer.

Billboard advertising gets its name from the term "billing board". It attributes to a large outdoor advertising space that is specifically designed to capture the attention of the pedestrians as well as the motorists. Billboards are deliberately and typically placed around areas of high traffic on foot as well as automotive traffic and are kept striking and creative along with being simple at the same time. Relative to other advertising strategies, billboard advertising can be cheaper and varies according to the size and the location.

Advertisers have great thrust on billboard advertising as a technique, though it comes with its own set of height and width restrictions and also lot of distraction rules but still they have the liberty and the freedom to create ads that are not just newsworthy but a great source to push sales. This is because; advertising by and large is a push mechanism for increasing sales.

The world has witnessed some highly innovative outdoor advertisements in the past with creative inputs such as simulated car crashes, smoke emission or even live persons living inside them have been witnessed. Majority of the investment goes in the space rental, getting innovative with billboard advertising is relatively cheaper. Advertisers are and should be aware that creativity of this type is worth exploring as it gives a much higher ROI and offers better credit to media to get more witnesses to the message. In the present times, the variety in billboards have increased with classic, vinyl, painted, mobile, three dimensional, scented as being some of the few options.

## **II. LITERATURE REVIEW**

The promotion “P” of the marketing mix has always been an interesting topic of research amongst the researchers across the world. This has been all the more true with globalisation with marketers crossing borders to sell their product and facing promotional challenges related to cultural, demographic and social variations from country to country. Promotional mix has become the top most priority for all brands in the highly competitive global village. According to Kamran Khan Syed Karamatullah Hussainy, Abdullah Khan and Habibullah Khan, (2016), there are important features that should be considered while creating billboard advertisement to attract the customer. This study highlights the elements that are necessary to create effective billboards so that customer attention can be sought. The study brings out various aspects linked to billboard advertisement, such as, colour, size, celebrity endorsement, logo, texture and the message on the board. The key findings of the study are that the response of the customer towards billboard advertising is dependent on many aspects, lower colour, size and celebrity image are the most crucial amongst all. With the involvement of technology in promotion at a very strong level, it is recommended that the future research brings out the implications of technology on the impact of response towards billboard advertisement.

In a study by Rizwana Iqbal & Sana Batool (2016), they found that billboard advertisement has more influence than other media because it has the benefits of delivering information affordably, attracts potential customers and also enhances the sales. They further elucidated that, impact of billboard advertising on consumer buying behaviour is dependent on the message format and the location. The key finding of their research upon applying correlation between billboard advertising and consumer behaviour, it was found that if the message to be delivered was clear, easy to comprehend and the location of the billboards is attractive and appropriately located, then it has a strong positive influence on the buyer behaviour.

Israel Kofi Nyarko, Ernest Kafui Tsetse and Simon Kojo Mesa Avorgah (2015) undertook a research on Billboard Advertising an Effective Tool in the Marketing of Home Appliances. With data on 500 respondents worked on objectives to explore the effects of billboard advertisements of home appliances on consumer purchasing decisions. The survey revealed that all the respondents who had seen the ad during the period of the study were positively impacted by it. The impact of the billboard advertisement on the respondents was varied. 24 percent of the respondents felt that the ads did the job of informing them about the product. Majority of the respondents, which was 64 per cent attributed the effect of billboard advertisement to awareness generation. Only 12 percent of the people under study felt that billboard advertisement did the job of persuading them to make the final purchase. Thus, the key revelation of the study was that overriding impact of billboard is on awareness generation.

E.K. Bonney (2014) did a research on the impact of advertising on consumer purchase decision. The researcher highlighted that besides advertising, other factors such as product packaging, quality, endorsement influence the action of the consumer towards the purchase decision. The main objective of the study was to identify the factors that motivate the companies to take up the advertising efforts. They identified six principles on which the advertising campaigns run the identified principles are: To score Attention, to arouse interest, to create desire, to incite action, to develop and sustain interest and to create good will. The key findings of their research were that advertising, whether in any form may just serve as a platform to remind the prospective buyer about the existence of the product and it is not the absolute measure that leads to the ultimate purchase decision. It is equally important for the customer to be satisfied as well as attracted to the other factors such as the quality, packaging, features and other things that lead towards the purchase decision. Companies should focus that their advertisements give adequate information to the customers, other than just attracting them towards the product.

In a study by Nwinyinya and Nneoma (2014) on the topic, “The impact of Billboard Advertising on Product Promotion” identified that the problem of this research work majorly dealt with the ways in which billboard advertising can contribute towards the development of print media. It primarily tries to explain the way in which print advertising is explained or defined by billboard advertising. By the use of chi square the researcher concluded that billboard advertising is one of the most important tools for product promotion. It concluded that billboard advertising does create the platform for print advertising, especially for newly introduced product.

Thales S. Teixeira (2014) researched on a very interesting topic, which is the rising cost of Consumer Attention and the ways in which this cost can be handled. According to the researchers, there are two dimensions of attention: Intensity and Duration. Intensity can be defined as a measure the quality of attention during a break while the durations dimension means its quantity. Duration is far easier to measure as compared to intensity. The qualitative aspects of consumer attention have diminished significantly over the years. This has so happened because the consumers no longer depend upon the Advertisement for information. It is available at their disposal and in abundance on the internet. More over the price for high quality research have escalated significantly over the years. The current and future profits have been significantly diminished because of this. The alternative is to find cheaper attention sources, or increase the sales conversion.

Femi Kayode & Adewale Afolami, (2013) conducted a study on “Economic Influence of Billboard Advertisements as Communication Infrastructure on Lagos Landscape”. They argued in their research very reasonably that Billboard advertising was street furniture as well as communication infrastructure for the economic vitality of the business. The study used survey research that involved correlation design. It was established through this research that mixed economies need a face lift and all those initiatives and activities that attract additional flow of resources or positively influences the demand and supply of the goods and services is a very positive contributor the economic growth.

Leo O.N. Edegoh & Ifeyinwa Maureen Nwanolue & Nkiru Comfort Ezeh (2013) conducted a study on “Audience Assessment of the Use of Models in Billboard Advertising: A Study of Consumers of Amstel Malt in Onitsha, Nigeria” The study investigated audience assessment of the use of models in billboard advertising and used consumers of Amstel malt in Onitsha, Nigeria as case study. It argues that the use of attractive models in billboard advertising sometimes creates distraction as audience focus their attention on the models rather than the advertised product. Therefore, the study aimed at determining whether models in billboard advertising attract more attention to themselves than the product advertised; finding out what arouses the interest of audience most in billboard advertising; determining what influences action of audience in billboard advertising; and assessing what audience recall most in billboard advertising. The work adopted survey research method and used questionnaire as data gathering instrument. The problem associated with the use of attractive models in billboard advertising is many and varied. First, the commuter has very little time to note and appreciate the advertisement before his vehicle speeds past. Second, there exists a problem as to whether the audiences are attracted to the models or to the product they endorse, and whether the audience eventually recall the product advertised or the face of model used. This study therefore attempts to ascertain whether the use of attractive models in billboard advertising is a strength or weakness; whether the models attract attention to themselves or to the product they endorse. 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(s) of existing products. Billboards influence consumers’ decision and increase sales. When positioned in strategic locations, billboards can command very high vehicular and pedestrian traffic. Billboards, from the findings of this study, create attraction not to the products they advertise but to the models who endorse the products. Audience recalls the models more than the advertised product because the beautiful celebrities who often serve as models are the center of attraction in billboard advertising. Therefore, the use of beautiful and attractive models in billboard advertising is a distraction to the product advertised.

Albelaihy Abdullah Abdulaziz S & Alkhaldi Shrouq Abdullah S (2012), conducted a study on “Investigate the customer’s understanding of the billboard advertisements.” This paper focused on the issue of investigating whether understanding of pictorial, text, and overall message and Keller model for Attention, Relevance, Confidence, and Satisfaction (A.R.C.S) differ by gender, race, and age. This paper was conducted on a different billboard locate in Kedah State, Malaysia. This paper applied Gestalt principles in terms of pictorial, textual, and message which it’s free from subjective aesthetic bias, that artists have been able to use to present visual information. Three elements have been distilled from the Gestalt literature and these elements were applied to the visual redesign of the billboards, to improve its appearance and its effectiveness on gender, and age. The user evaluations indicate that all the identified Gestalt laws are beneficial for visual design of billboard elements. However, they are not recognized to be uniformly beneficial for male as in female. The Keller Theory was asserts that attention, relevance, confidence, and satisfaction are the best predictor of behavior and attitude and subjective norm held by individual. The behavior is made as a rational decision by the individual under the volitional condition and the situation that an individual is in makes a difference in whether understanding of pictorial, text, and overall message, and A.R.C.S which differ by gender, race, and age.

### **III. OBJECTIVES OF THE STUDY**

- (a) To investigate the significance of billboard advertising and their attributes.
- (b) To study the relationship between customer attention and billboards advertisements with special reference to consumer durables.

### **IV. HYPOTHESES OF THE STUDY**

$H_0$ : There is no significant relationship between billboard advertising and customer attention with special reference to consumer durables.

$H_a$ : There is a significant relationship between billboards advertising and customer attention with special reference to consumer durables.

**V. RESEARCH. METHODOLOGY**

Primary method of data collection was used in this study. However, due to limited resources convenience sampling method was used and a relatively smaller sample size was chosen for the study. Total sample size of 130 was planned for the study which included professionals, housewives and students as well. A self-designed structured questionnaire was used to understand and study the relationship between billboard advertising and customer attention, with special reference to consumer durables. The questionnaire was based on a five point Likert Scale and closed ended questions were asked from the respondents. Correlation and Regression were used as statistical tools to check the relationship between the dependent and independent variable.

**VI. RELIABILITY OF QUESTIONNAIRE**

A pilot test was carried out to establish the reliability of the research instrument. The questionnaire was filled by 30 respondents and reliability was checked using SPSS to calculate the value of Cronbach Alpha. Cronbach’s alpha indicates how well the items in a set are positively correlated to one another. For assessing the internal consistency reliability, Cronbach’s Alpha was calculated to examine the stability of each factor separately. Reliability coefficients for each factor were considered acceptable if their value was greater than or equal to 0.6.

**The details of the Reliability statistics are as follows:**

The pilot test was conducted and acceptable stability coefficients have been found. These coefficients indicated the internal consistency of the study.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.661	0.653	15

**Table 1:** Test of Reliability Statistics

**VII. RESULTS AND DISCUSSION**

**7.1 Demographic Profile**

Questionnaires were distributed between both male and female. The respondents, from which data was collected, were having different level of age. These respondents were having different educational level, like most of them were post graduate, some were graduate and very few of them were higher secondary and doctorate. The demographic profile of the 130 respondents is summarized as follows:

Age	No. of Respondent	Percentage
Below 18 years	0	0%
18 – 30 years	45	35%
30-50 years	57	44%
Above 50 years	28	21%
Total	130	100%
Gender	No. of Respondent	Percentage
Male	85	65%
Female	45	35%
Total	130	100%
Educational Level	No. of Respondent	Percentage
Higher Secondary	17	13%
Graduate	56	43%
Post graduate	53	41%
Doctorate	4	3%
Total	130	100%

**Table 2: Demographic Profile**

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Varian ce
Gender	130	1.00	1.00	2.00	1.3462	.47758	.228
Age	130	2.00	1.00	3.00	1.8923	.73922	.546
Educational level	130	3.00	1.00	4.00	2.3308	.73017	.533

Valid N (listwise)	130
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**Table 3:** Descriptive Statistics

Variables Statistics			
Mean	Std. Deviation		N
BILL_bord	23.2923	2.97912	130
customer_att en	35.6385	3.88199	130

**Table 4:** Variable Statistics

### 7.3 Demographic Profile Analysis

From table 3 researcher can conclude that among the 3 demographic factors such as Gender, Age & Educational level related to the billboard advertising and customer attention which are depicting that how the billboards advertising is affective the customer of different demographic factor at the greater extent. The educational level of Customer attention has the highest mean which is 2.33 that means education is having the highest impact on level of customer attention. The age is the second major factor having mean value of 1.89, having impact on the level of customer attention on billboards advertising. And then the gender having mean value of 1.34, having lowest impact on the customer attention to these billboards. It means the demographic factor that leads to the customer attention towards billboard depends upon customer gender, age & Educational level.

Correlation bill_bord_advertising	Customer_Attention	
<b>Pearson Correlation</b>	1	.599**
<b>bill_bord_advertising</b>	Sig. (2-tailed)	.000
<b>N</b>	130	130
<b>Pearson Correlation</b>	.599**	1
<b>customer_attentation</b>	Sig. (2-tailed)	.000
<b>N</b>	130	130

**Table 5:** Correlation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599a	.359	.354	3.12041

**Table 6:** Model Summary

Model	Sum of Squares	Df	Mean Square	F	Sig.
<b>Regression</b>	697.680	1	697.680	71.653	.000b
<b>Residual</b>	1246.328	128	9.737		
1					
Total	1944.008			129	

**Table 7:** ANOVA

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	
<b>B</b>		<b>Std. Error</b>		<b>Beta</b>	
<b>(Constant)</b>	17.456	2.165	.599	8.061	.000
1					
bill_bord_advertising	.781	.092	8.465	.000	

**Table 8:** Coefficients

### **7.5 Analysis of Correlation and Regression**

The value of correlation between the two variables billboard advertising and customer attention is .599 which is positive in direction and which is significant also. The value of the  $R^2$  is .359 which means that 35.9% billboard advertising is defined by customer attention which means that consumer get attracted by the billboard advertising of consumer durables goods. Regression equation between the two variables can be established as follows:  $- Y = 17.456 + .781b$ .

### **7.6. Interpretation**

As the p value ( $=0.000$ ) obtained from regression table is less than the value of alpha 0.05, so the null hypothesis is rejected and the alternate hypothesis is accepted. Thus, it is verified that billboard advertising is defined by customer attention with special reference to consumer durables.

## **VIII. CONCLUSION**

The study deals with the significant relationship between billboard advertising and customer attention with special reference to consumer durables, since the objective of the study was to find out the relationship between billboard advertising and customer attention.

The major findings of the study are:

- (a) It has been statistically verified that there is a direct significant relationship between billboard advertising and customer attention with special reference to consumer durables.
- (b) It has been proved that the 2 variables which are used in the study to represent the impact of billboard advertisements to the customer buying.
- (c) It has been statistically proved by regression that billboard advertising has significant impact of 36% on customer attention which means that customer get attracted by the advertisements on billboards with special reference to consumer durables.

The focus of the study was limited to find out the significant relationship between billboard advertisements and customer attention with special reference to consumer durables. For this purpose, the influence of billboards on consumer and their attention level was identified. The study is confined to consumer durables. For this purpose, the respondents from Delhi are studied. This study was limited to one thing which is consumer durables goods. This theme can be extended to other industry like Automobile and other cities of the country. Further research can also be conducted on a large scale with large sample size considering some more variables relevant to the topic. This paper only considers descriptive statistical tools and proves the assumptions.

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