

IMPACT OF OUTDOOR ADVERTISING IN BUILDING BRANDS - A STUDY OF WARANGAL

Mohd Fasi*, Sadequunnisa Begum**

Abstract: *The purpose of the present research study is to measure the impact of outdoor advertising in building brands. Over the past several decades, there has been a considerable change in the field of outdoor advertising. It has evolved into a medium which is as strong as all other forms of advertisement. This industry has remained unscathed even when all the other advertising industries have been struggling to remain into business. In fact, businesses spend billions of dollars each year in outdoor advertising. Indeed, this form of advertising medium has come a long way from being a mere roadside poster. The study surveyed 100 respondent's opinions to determine the impact of outdoor advertising in building brands in India. On the basis of findings it is evident that the most of the respondents opined that they are moderately aware and satisfied of getting the different services of the outdoor advertising services in India.*

Keywords: *Outdoor advertising, Media, Brands, Poster*

INTRODUCTION

Outdoor advertising is the method of publicising business products and services through billboards, bus benches, taxis and vehicles, signage etc. It works for promoting product in specific geographic areas. It is the oldest form of advertising. The use of signs in advertising dates back to the days of ancient Rome and Greece. During this era, signs were used to mark the location of mercantile establishments. Traders in those days used signs outside their buildings and along the routes as a means of mass communication. Today's outdoor media of advertising are nothing but a refinement of the ancient method of delivering a message to a large group of people. The modern outdoor media include outdoor advertising in several forms - such as posters, billboards, hoardings, highway advertising, transit advertising, placed on private and public transit vehicles and at rail, bus and air terminals. It is believed that a human being spends a third of his life outdoors. It is bound to grow with the extension in the network of national and state highways, an increase in the number of automobiles in use, the dispersion of population to the suburbs, and the greater mobility of the people. The more people travel, the more they are exposed to advertising messages carried by this medium of outdoor advertising.

DEFINITION OF OUTDOOR ADVERTISING

Any form of advertising visible in the outdoors, such as billboards, transit cards, and even sky writing by airplanes is

called as outdoor advertising. Many authors have defined it in many ways. Few important definitions of it are as follows:

“A form of advertising (i.e. billboards, movie kiosks) which promotes a product or service, in high-traffic outside locations”.

“An innovative, cost effective and direct consumer contact approach of advertising achieved through various activities to optimise the result of advertising”.

HISTORY OF OUTDOOR ADVERTISING

Outdoor advertising is the oldest form of advertising. It has been in use since ancient Rome and Greece. In ancient times, the signs and symbols were used to express and convey information to the public and to aware them about society. It was widely used as a form of mass communication channel to interact the consumers. Today's outdoor advertising is the refinement of the ancient method of delivering a message to a large group of people. The modern outdoor media include outdoor advertising in several forms such as posters, billboards, hoardings; non-standardised signs, such as roadside signs, highway advertising; and transfer advertising, placed on public and private transit vehicles, and at rail, bus and air terminals. Earlier outdoor media was basically used for movies and consumer items like cigarettes and soaps. Today, the concept has penetrated to the nook and corner, and the users are of diverse items like sanitary napkins, utterly butterfly amul, and financial stocks. Any

* Assistant Professor, The Crescents College of Business Management, Janpak, Warangal, Telangana, India.
Email: mohdfasi34892@gmail.com

** MBA, Kakatiya University, Warangal, Telangana, India. Email: sadiyakhan277@gmail.com

ad campaign is considered incomplete without the outdoor support.

OUTDOOR ADVERTISING POPULARITY

For companies that can afford massive television advertising, outdoor advertising remains a popular form of advertising media. Companies like IBM, McDonald's etc. spend thousands and thousands of dollars each year in outdoor advertising. This interest has continued to grow steadily for years. Indeed, outdoor advertising should be given proper credit for the numerous benefits it provides to companies worldwide. Some of these benefits include:

1. It provides numerous ways to market a product effectively, thus, giving back value for every rupee spent.
2. It is an extremely effective way to reach and saturate the target market.
3. It is an efficient way to ensure the products ubiquitous presence in consumer minds.
4. It is a mixture of various forms of media that successfully reach people wherever they are.
5. It provides an effectual way to reach consumers and create an overall awareness.

FORMS OF OUTDOOR ADVERTISING

Outdoor advertising includes marketing displays, billboards and posters all geared toward relaying a message and creating an impact to the public. The message varies from encouraging people to purchase a certain product, to vote for a particular politician, to donate to charity, or to go in a trip or a particular vacation spot.

Most Popular Forms of Outdoor Advertising

There are lots of modes of outdoor advertising and the most effective of which includes:

Billboards: With strategic positioning, billboards continue to create high impact and extensive coverage. In fact, these are one of the most effective means of reaching out to a mobile market.

Street Furniture: This is one of the most versatile forms of outdoor advertising. It is quite effective in reaching the exact target consumers. This is why it is greatly used for creating product awareness and recognition.

Alternative Outdoor Media: This is one of the most viable and modern means of outdoor advertising. It covers a lot of market, and it is intended to create looming product presence and awareness.

ADVANTAGES OF OUTDOOR ADVERTISING

Since it is in the public domain, outdoor advertising assuredly reaches its audience.

People can't "switch it off" or "throw it out." People are exposed to it whether they like it or not. In this sense, outdoor advertising truly has a "captured audience."

Its messages work on the advertising principle of "frequency." Since most messages stay in the same place for a period of a month or more, people who drive by or walk past see the same message a number of times.

Particular locations can be acquired for certain purposes. A billboard located a block in front of your business can direct people to your showroom. Or you can reach rural areas efficiently by placing a billboard in each small town.

Outdoor advertising is an excellent adjunct to other types of advertising you are doing. In fact, it is most effective when coupled with other media.

When people drive by billboards or walk by posters on the side of a building, they can choose not to look, but they often do look. Even if they don't want to, curiosity gets the best of them and by the time they've decided they don't really need to read the poster, they've already read it.

Posters are easy to digest. By their very nature, posters are graphic elements with little text. People process images much faster than they process words, which mean posters can be quickly and easily understood.

DISADVANTAGES OF OUTDOOR ADVERTISING

Outdoor advertising is a glance medium. At best, it only draws 2-3 seconds of a reader's time.

Messages must be brief to fit in that 2-3 second time frame. 95 percent of the time, either the message or the audience is in motion.

The nature of the way you have to buy outdoor advertising (usually a three-month commitment) is not conducive to a very short, week-long campaign.

NEED AND IMPORTANCE OF THE STUDY

Outdoor advertising deals with ads such as banners and billboards. Recently there has been a development of a new form of outdoor advertising such as building wraps. These outdoor advertising methods attract the attention of people. It is different from traditional advertisements because

outdoor advertising can be seen the people all the time. One can see the outdoor advertisement when they pass by it while they are driving on their way to work on any other day activity. In recent times the advertising media had undergone major changes and one such change is evolution of outdoor advertising. Outdoor advertising is most effective and usage is cost effective. The impact of outdoor advertising on the customer is enormous. There is no geographical limitation to implement outdoor advertising i.e., it can be implemented in metros, cities, and villages too. The rapid growth of outdoor advertising is the course of under active to this study. This study will help the various aspects associated with outdoor advertising.

OBJECTIVES OF THE STUDY

The following are the objectives of the study:

1. To know the consumer responses on the outdoor advertising and to identify the extent to which (consumer) outdoor advertising affects on consumer.
2. To identify the frequency of viewing the signboards, billboards, in stipulated time.
3. To find out the effectiveness of outdoor advertising.

SCOPE OF THE STUDY

The study is an attempt to study the outdoor advertising process in Warangal district; it is aimed at analysing the current trends in outdoor advertising and their influence on implementation of an appropriate system to suit to the organisation. The study is confined to the opinions of the customers and marketing staff.

RESEARCH METHODOLOGY

The research methodology is adopted through primary and secondary data. The primary data of the study is collected through questionnaires. In order to collect the require information we have prepared a structural questionnaire consisting of closed-ended and open-ended questions. This questionnaire is served to the sample respondents. Further, we have also interviewed the retailers, wholesalers, dealers and other middlemen to collect the information. And the secondary data is collected from the journals, books, official government websites, research reports and surveys conducted by various research institutions, government organisations and corporate. A sample of 100 respondents was taken.

LIMITATIONS OF THE STUDY

The following are the limitations of the study:

1. Since the sample size taken is only 100, the findings may not represent the whole audience.
2. The study is restricted to Warangal area only and that too in the urban areas.
3. The findings may not apply to the whole market.

DATA ANALYSIS & INTERPRETATIONS

Table 1: Awareness about Outdoor Advertising

Response	No. of respondents	Percentage
Yes	90	90 percent
No	10	10 percent
Total	100	100 percent

Interpretation:

As per Table 1, it is observed that 90 percent of the respondents said that they have awareness and information about outdoor advertising and only 10 percent of respondents said that they don't have information about outdoor advertising.

Table 2: Frequency of observation

Response	No. of Respondents	Percentage
Frequently	30	30 percent
Occasionally	23	23 percent
Every time	45	45 percent
Never	2	2 percent
Total	100	100 percent

Interpretation:

According to Table 2, 30 percent of the respondents said that they observe outdoor advertising frequently in the city, 23 percent said that occasionally observe outdoor advertising, while 45 percent said that they every time observe outdoor advertising in the city, 2 percent said that they never observe outdoor advertising in the city.

Table 3: Consumer Response on Outdoor Advertising

Response	No. of Respondents	Percentage
Poor	5	5 percent
Average	10	10 percent
Good	50	50 percent
Exceptional	35	35 percent
Total	100	100 percent

Interpretation:

As per Table 3, 5 percent of respondents rated outdoor advertising as poor, 10 percent rated outdoor advertising as average, 50 percent rated outdoor advertising as good while 35 percent of respondents rated outdoor advertising as exceptional when rated against other advertising types.

Table 4: Cost Effectiveness of Outdoor Advertising

Response	No. of Respondents	Percentage
Yes	75	75 percent
No	25	25 percent
Total	100	100 percent

Interpretation:

According to Table 4, 75 percent of respondents said it is cost effective to follow outdoor advertising, while 25 percent of respondents said it is not cost effective.

Table 5: Profit to Government through Outdoor Advertising

Response	No. of Respondents	Percentage
Metros	50	50 percent
Cities	25	25 percent
Towns	15	15 percent
Villages	10	10 percent
Total	100	100 percent

Interpretation:

Table 5 depicts that 50 percent of profits' is given by metros to government, 25 percent of profit is given by cities to the government, 15 percent of profit is given by towns, 10 percent of profit is given by villages to the government by advertising through outdoor.

Table 6: Effect and Attraction of Outdoor Advertising

Response	No. of Respondents	Percentage
Positively	70	70 percent
Negatively	20	20 percent
No impact	10	10 percent
Total	100	100 percent

Interpretation:

On examination of Table 6, it is clear that 70 percent of respondents said it has positive effect on consumers and it can attract them, 20 percent of them said it has negative effect on consumers, only 10 percent of them said it has no impact on consumers.

Table 7: Effect of Outdoor Advertising on Different Products

Response	No. of Respondents	Percentage
FMCG	50	50 percent
Pharmaceuticals	30	30 percent
Automobiles	20	20 percent
Others	10	10 percent
Total	100	100 percent

Interpretation:

Based on the observation on outdoor advertising, it is observed that advertisements of FMCG (fast moving consumer goods) affect 50 percent of the respondents, pharmaceuticals affect 30 percent, while advertisements of automobiles and others affect 10 percent of respondents each.

Table 8: Effectiveness of Outdoor Advertising in Geographical Areas

Response	No. of Respondents	Percentage
Metros	50	50 percent
Cities	25	25 percent
Towns	15	15 percent
Villages	10	10 percent
Total	100	100 percent

Interpretation:

As per the study 50 percent of respondents said that outdoor advertising is effective in metros, 25 percent said it is effective in cities, 15 percent said it is effective in towns, while 10 percent of them said it is effective in villages.

Table 9: Level of Understanding about the Product in Stipulated Time

Response	No. of Respondents	Percentage
Not understandable	5	5 percent
Low	20	20 percent
Medium	50	50 percent
High	25	25 percent
Total	100	100 percent

Interpretation:

According to Table 9, 5 percent of respondents said that outdoor advertising is not understandable, 20 percent said it is low in understanding, 50 percent of them said that the level of understanding is medium, while 25 percent of them said level of understanding is high.

Table 10: Understanding the Symbols and Language in Outdoor Advertising

Response	No. of Respondents	Percentage
Yes	70	70 percent
No	30	30 percent
Total	100	100 percent

Interpretation:

On the basis of the study, it is evident that 70 percent of respondents feel that illiterate or uneducated people are able to understand the symbols or language used in outdoor advertising while 30 percent respondents said illiterate or uneducated people are not able to understand the symbols or language used in outdoor advertising.

Table 11: Customer Aspects on Outdoor Advertising

Response	No. of Respondents	Percentage
Features of the product	30	30 percent
Graphics on the banner	20	20 percent
Area of the banner	40	40 percent
Any other	10	10 percent
Total	100	100 percent

Interpretation:

As per the data depicted in Table 11, 30 percent of respondents said that they look for features of the product in outdoor advertising, 20 percent of them said they look at graphics on the banner, 40 percent of people said they look at area of the banner, 10 percent of people said they look for other factors in the outdoor advertising.

Table 12: Suggestions on Investing in Outdoor Advertising

Response	No. of Respondents	Percentage
Yes	60	60 percent
No	40	40 percent
Total	100	100 percent

Interpretation:

According to the study, 60 percent of respondents said that it is suggestible to invest more in outdoor advertising while 40 percent of them said it is not suggestible to invest more in outdoor advertising.

CONCLUSION

Most of the consumers observe the outdoor advertising media in the form of sign boards, banners etc. It contributes

its part in addition to other advertising media to promote the products. It is the cost effective than other advertising media. In metros, the government is earning the profits due to outdoor advertising. FMCG products are being advertised the most using this advertising medium. The effectiveness of outdoor advertising in comparison to the other advertising is exceptional. Features of the product and the size of the banner are the key element in this form of advertising.

SUGGESTIONS

It is suggested that the outdoor advertising should be clear, meaningful, and understandable as it draws only 2-3 seconds of readers' time. It is advisable to enhance the area allocated for outdoor advertising in the metros and also in cities, villages etc. Further, in small cities and villages, the standards of outdoor advertising should be raised. The government has to make money out of outdoor advertising to increase its revenue. It is suggested to invest more in outdoor advertising as it is less expensive compared to other promotional campaigns. Finally, it is recommended to follow safety measures to install the signboards.

REFERENCES

- Aaker, D. A. (1996). *Building strong brands*. New York: The Free Press.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social Behaviour*. Toronto, Ontario: Prentice-Hall.
- Barbara J. P., (1997). In defense of advertising: a social perspective. *Journal of Business Ethics*, 16(2), 109-118.
- Batra, R. (n.d.). Affective advertising: role, processes, and measurement. In R.A. Peterson, W.D. Hoyer and W.R. Wilson (eds) *The Role of Affect in Consumer Behaviour*.
- Chunawala, S. A., & Sethia, K. C. (2007). *Foundations of advertising: Theory and practice* (6th ed.). Himalaya Publishing, Mumbai.
- Gupta, S. L. (2007). *Marketing research* (1st ed.). Excel Books, New Delhi.
- Haley, R. I., Baidinger, A. L., Richardson, J., & Baldwin, B. M. (1984). The effects of non-verbal communication in television advertising. *Journal of Advertising* (4th ed.).
- Jain, J. N., & Singh, P. P. (2007). *Modern advertising management* (1st ed.). Regal, New Delhi.
- Kotler, P., & Armstrong, G. (2008). *Principles of marketing* (12th ed.). Pearson Prentice hall, 396-398.
- Moorthi, Y. L. R. (2000). *Brand management: The Indian context*. Vikas Publishing House.
- Ramaswami, V. S., & Namakumari, S. (2013). *Marketing management* (5th ed.). Mcgrew Hill publishing.