

BANGALOREANS' PERCEPTION ON THE ROLE OF BILLBOARDS IN BUYING BEHAVIOUR

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ABSTRACT

This study is made to find out the influence of billboards in Bangalore. Bangaloreans of different age groups are given a survey questionnaire based on this. The percentage is evaluated based on the various objectives of the study. The factor that convinces people the most about billboards is analysed. The respondents are impacted by different elements. The survey and the study reveals the importance of advertising using billboards in Bangalore. Billboards convey information without any cost and it is seen mainly on the main roads. This makes it available for everyone to see and get updates with the latest products. In this digital era where information is spread within seconds, billboards also play an important role. This research is mainly done to find out how convinced bangaloreans get due to a billboard for purchasing an item.

Keywords: Advertising, Bangaloreans, Convince, Different Age Groups, Elements, Impact, Influence, Information, Purchase.

1. INTRODUCTION

Advertisements are the root cause in success of purchasing. It influences people, sometimes even when they are not realizing it themselves. Advertisements shown on billboards have a huge impact. Various elements in billboards include the attractive colours used, the logos, captions, brands, celebrities and offers. The impact these elements have differs. Billboards are one of the most effective ways to reach out to the public. Its size draws the attention of the mass and the elements in it makes it very attractive. Since the people are always travelling, billboards catch the attention easily and the huge size helps in convincing them. As they pass by the boards repeatedly, it will be in their minds. A customer going to purchase an item of any category would consider buying what they captured on the billboard. Hence the best part about billboards is that it will reach out to the mass no matter what. It is different from any other platform of advertising since it will be seen by people on the roads. This makes the sales go higher. Customers purchase items they have either heard of or seen before and influenced them. A lot of places are

filled with billboards but a lot of places are not. Bangalore is a city where lot of shopping takes place, this research is done to find out how much the bangaloreans are impacted by billboards and the elements seen on it.

1.1. Significance of the study

Billboards and its impact on the mass affect the profit made by the companies. Through this study the percentage of people in Bangalore who gets influenced by the billboards can be found out. The distractions caused by billboards among the drivers is also analyzed. This is important to know about the side effects of placing billboards on the sides of the roads. Advertising is the most important factor in sales. This study helps in finding which element in billboards should be focused more i.e. the element that draws the attention and captures the mind. Since a billboard has various elements and the viewer gets only few seconds time to see while driving, the most influential element is analyzed through the survey. In this digital era where every information is spread through seconds, billboards do have a place in the shopping behavior. Bangalore is a metropolitan city with a large number of roads and malls for shopping. In the busy lifestyle of the Bangaloreans, if a billboard can affect them and impact them to purchase something, then it is successful.

1.2. Objectives

1.2.1. General objective

To analyze the importance of billboards among the Bangaloreans to purchase an item and to find out the most important factor as well as the distractions caused.

1.2.2. Specific objectives

- To study how people are convinced by billboards to purchase an item
- To examine which element is the most influential
- To analyze the distraction faced while driving due to its location

2. REVIEW OF LITERATURE

There have been various studies and researches taken place on advertisements in Newspapers in India, some of them are the following:

- *Impact of newspaper advertisements on consumer behaviour*- Mohit Bansal and Shubham Gupta: This study helps in finding out the impact of ads among the youth [1]
- A study of first page advertising trends in selected Indian newspapers-Poonia, Arun Kumar, Chauhan, Gajendra Singh, Sharma, Meenakshi, Das, Madhusmita- The journal gives knowledge on first page advertisements [2]

- Advertising in Indian print media-Shodhganga: The study helps in understanding how advertisements in print media have changed. [3]
- Effectiveness of Advertisements in India: An empirical study – Dalip Raina, Kritika Khajuria: The paper explores on the readers’ perspective on advertisements. [4]

3. METHODOLOGY

The data is collected using both primary and secondary data collection methods. The primary data is collected using quantitative method. A survey is taken on the study. Sample sizes are given to the participants and the result is analyzed using percentage analysis. The percentage analysis is used to study the various outcomes. The researcher will refer secondary data such as articles and online sources for more detailed information.

4. FINDINGS AND DATA ANALYSIS

The survey on the influence of billboards on the Bangaloreans was conducted using sample size. Among that, 62 per cent belonged to the male category and 38 per cent belonged to the female category. Most of the age group of the respondents was from 22-28 years (46 per cent). The second highest was from 15-21 years (24 per cent), third from 36-42 years (12 per cent), fourth from 29-35 years (10 per cent) and the least was from 43-50 years (8 per cent).

4.1 Influence on buying behavior

60 per cent of respondents was influenced by billboards and 40 per cent was not. This shows that billboards do play a vital role in the buying behaviour. Even though there are many other ways of advertising billboards do convince people to purchase an item which is a good sign. Various elements in billboards have impacted the Bangaloreans. According to the survey conducted, the most influential element is the ‘brand’. 30 per cent of respondents opted for brand. The second highest element chosen is ‘caption’. 28 per cent of them were in favour of this option. The next opted element is celebrity. 20 per cent of respondents was influenced due to celebrities. This is why some brands keep the same celebrities without any change. It gives an influence of brands and celebrities together. Other elements like colour combination and offers have impacted the least. Only 10 per cent and 12 per cent got impacted respectively.

4.2 Distractions caused

Since billboards are always placed on the sides of the roads, a survey was done to know the distractions caused. Around 64 per cent of survey participants believe that it rarely affects them while driving, 20 per cent believe that it never affects them and 16 per cent was often distracted from driving

properly. Only 20 per cent of respondents save phone numbers given on the billboards which indirectly affects the driving indeed. In another survey question, 55.1 per cent felt that billboards do not cause any form of accident on the road but 44.9 per cent believed that it causes accidents. Even though majority have opted for it to be safe, the rest have seen it as a distraction.

4.3 Importance of billboards

Billboards are essential for various reasons. 46 per cent of participants believe that billboards are needed for the updates they show of the latest brands and offers. The second factor most opted is its huge size and attractive outlook. 24 per cent responded to that. 20 per cent believed that it is informative and only 10 per cent felt billboards are not important. This proves that billboards do play a vital role in influencing the bangaloreans.

4.4 The result of billboard influence for shopping

According to the survey, 54 per cent of participants felt that the billboard influence for shopping is 'good'. 32 per cent felt that their experience was satisfactory. 10 per cent had an excellent experience due to its influence on shopping and only 4 per cent felt the influence to be bad. In a survey taken to check the actual reality vs the billboard advertising, 51 per cent responded showing it is almost the same. 34.7 per cent believed it is partially correct, 10.2 per cent felt it is exactly the same and only 4.1 per cent saw it to be completely different from reality. This proves that Bangaloreans do look up to billboards and is convinced by them for their buying behavior.

According to the survey, 49.9 per cent of the respondents somewhat get irritated due to billboards. 36.7 per cent never gets irritated and only 16.3 per cent gets irritated often.

From the survey done, it is proved that Bangaloreans are in favour of the billboards. They are most influenced by brands. This shows that people trust specific brands due to their buying experience. Brands give a certain promise while their items are purchased. Though it affects their driving rarely, majority felt it never caused any accidents. Most of the respondents notice clothing and jewelry which again means that influential brands in clothing could influence majority of them through a billboard. Majority of them are properly convinced of the influence it created for the shopping experience. Billboards do influence Bangaloreans more than digital signage and hence do have a place for advertising in this era.

5. RECOMMENDATIONS

- Billboards should be placed on safe areas but with a lot of crowd present. It should not be on accident prone roads
- Billboards must focus more on the brand and caption. These two elements must be properly highlighted.
- Billboards must always be huge so that it is easier to notice.

6. CONCLUSION

The researcher primarily wanted to analyze the importance of billboards on the Bangaloreans. Billboards have a great influence on the Bangaloreans and they do get convinced by the whole outlook of it. Billboards are made for a purpose and this study proves that even in this digital era, it is essential. Majority of the respondents believed that billboards are influential, except 40 per cent of them. This shows its great impact for the buying behavior and how it should be focused more. Only 2 per cent of participants never notice billboards which again prove that it is noticed by almost all. 51 per cent of respondents had an experience they expected due to the influence of billboards. According to the findings, majority of the respondents had a good experience and is convinced well.

Secondly, the researcher wanted to find out the most important element that influenced the Bangaloreans. The result showed that brand is the most important one after which came captions. Each element on the billboard has a role to play. Even though different participants preferred different elements, none of the elements were left out. Captions and celebrities had an almost similar influence. Even though celebrities were the third opted element, it stood near to captions. Celebrities are known for their power of influence on the mass. Any celebrity admired or looked up to can easily have a good influence. Both brands and captions could be highlighted and focused more since they are on the top.

Thirdly, the researcher wanted to examine if they caused distractions. Billboards are huge and attractive and even though it is a good factor for influencing, it can also be a distraction while driving. Majority faced distractions rarely but these were harmless. This is because majority of the respondents believe that billboards haven't caused any accidents on the road. Billboards are seen as a distraction by some due to its location.

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