



# A STUDY ON INFLUENCE OF OUTDOOR ADVERTISING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO COIMBATORE CITY

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**Abstract:** Outdoor advertising is an effective media which is used by every business nowadays. This promotional tool is affordable for businesses who have less money to spend on advertising. The success of outdoor advertising campaigns relies on location, dimensions of advertisements, create a logo with the attractive pictures, colors and duration of the ads. This research is carried with the objective to analyse the influence of outdoor advertising on consumer buying behaviour. The data collection was collected from 100 respondents using simple random sampling technique and their responses were taken using questionnaire method. Chi-square Test, One way-ANOVA are the statistical tools used in the study. The study concludes that the outdoor advertising has a significant impact on consumer buying behaviour and also affects their buying decision. An appropriate outdoor advertising always delivers a prompt message to the aimed audience.

**Index Terms -** Outdoor advertising, Consumer buying behaviour, Buying decision.

## I. INTRODUCTION

The marketing concept involves several activities which are helps to promote the product and services among consumers. When visual or verbal communications are directed at the general population, it is called advertising. The core objective of advertising is to raise awareness of a company's goods or services. A company may adopt various kinds of media such as indoor advertising, outdoor advertising, direct advertising, and promotional advertising. In India the substantial growth in the media and entertainment industry, there has been an increasing demand for advertising as a marketing tactic to execute multiple campaigns, introduce new products, and enhance brand reputation. Additionally, rapid digitization has facilitated the extensive utilization of various digital advertisements, such as banners, pop-ups, and pay-per-clicks, which is impelling the market growth. This is further influenced by the growing awareness amongst enterprises regarding the multiple benefits of digital advertisements over traditional media.

## II. OBJECTIVE OF THE STUDY

- To analyses the factors influence of outdoor advertising on consumer buying behaviour.

## III. RESEARCH METHODOLOGY

### 3.1 Research Design

Descriptive research design.

### 3.2 Sources of Data

Primary data: Questionnaire in Google form.

Secondary data: Journals and websites.

### 3.3 Sampling Technique

Simple random sampling.

### 3.4 Sampling Size

100 respondents.

### 3.5 Area of the Study

Coimbatore city.

### 3.6 Tools used for the study

Chi- Square Test and One way-ANOVA.

#### IV. REVIEW OF LITERATURE

Shahzad Ali et al. (2022), “Public Perception and Attitude towards Transit Advertisement as Outdoor Media Platform: Investigating Age and Gender-based Associations”. Transit advertising media has come under the jurisdiction of out of house advertising which covers posters on buses, taxicabs, automobile vehicles. Advertisers has now more dependent on numerous technological gadgets with numerous advertising tools like newspapers, billboards, etc. The objective of the study is to explore public perception and attitude towards transit advertisements in Pakistan. Primary data was used through questionnaire. The convenience sampling technique was used for the data collection. The sample size of the study was 400 passengers. The tool used for the study was chi- square analysis. The study concludes that the individuals have a favourable attitude and view of several aspects of transit advertising.

Ojo, Titiloye Oyeyinka et al. (2020), “Digital Billboard Advertisement and Smartphone Purchase Decisions of University Students in Ibadan Metropolis”. Today marketers need to convey their messages to consumers to influence the buying behavior of consumers. The objective of the study is to ascertain digital billboard advertisement of smartphone brands that is mostly patronized by students. Primary data was collected through questionnaire. The sampling technique used for the study was purposive sampling technique. The study’s sample size was 950 university students. Descriptive statistics was used to analyze the data, and the ANOVA has been employed for the testing of hypothesis. The researcher concludes that respondent’s choice to buy smartphones has great purchasing influence because of attractive billboards.

#### V. ANALYSIS AND FINDINGS

##### 5.1 Chi-Square Test

Table 5.1.1: COMPARISON BETWEEN EDUCATIONAL QUALIFICATION AND THE LEVEL OF INFLUENCE ON BUYING BEHAVIOUR BASED ON THE DIFFERENT TYPES OF OUTDOOR ADVERTISING

H<sub>0</sub>: There is no significant relationship between educational qualification and the level of influence on buying behaviour based on the different types of outdoor advertising.

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Banners	71.700	3	0.000
Billboard	87.500	4	0.000
Posters	36.100	3	0.000
Digital	46.300	3	0.000
Transit	56.375	4	0.000
Lamp post	51.750	4	0.000
Point of sale displays	40.500	4	0.000
Retail advertising	87.750	4	0.000
Handbills	31.100	3	0.000
Wall painting	36.300	3	0.000
Sandwich Men	27.750	4	0.000
Street furniture	47.375	4	0.000

Source: Author’s Computation

The p - value is less than 5% level of significance, so the null hypothesis is rejected.

Table 5.1.2: COMPARISON BETWEEN AGE AND THE LEVEL OF AGREEMENT TOWARDS BUYING DECISION INFLUENCED BY OUTDOOR ADVERTISEMENTS

H<sub>0</sub>: There is no significant relationship between age and the level of agreement towards buying decision influenced by outdoor advertisements.

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Watching the outdoor advertising continuously	53.700	3	0.000
Adds new dimensions in product search	80.375	4	0.000
Favourite celebrity endorsed to buy branded products	69.125	4	0.000
Slogans conveying the true information of the product	66.875	4	0.000
Refreshes memory of the product at the time of buying	42.700	3	0.000
Explains the offers attached to the product	84.500	4	0.000

Source: Author's Computation

The p-value is less than 5% level of significance, so the null hypothesis is rejected.

## 5.2 One-Way ANOVA

Table 5.2.1: COMPARISON BETWEEN INCOME AND THE LEVEL OF INFLUENCE ON THE PURCHASE OF PRODUCT OR SERVICES BASED ON THE OUTDOOR ADVERTISEMENT

H<sub>0</sub>: There is no significant difference between income and the level of influence on the purchase of product or services based on the outdoor advertisement.

INCOME		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.	S/NS
Catches public attention	Between Groups	6.654	3	2.218	3.428	.021	S
	Within Groups	50.468	78	.647			
	Total	57.122	81				
True picture of the product advertised	Between Groups	5.145	3	1.715	2.734	.049	S
	Within Groups	49.554	79	.627			
	Total	54.699	82				
Product/Technical information	Between Groups	1.462	3	.487	.837	.478	NS
	Within Groups	45.416	78	.582			
	Total	46.878	81				
Confidence in the minds of the people	Between Groups	2.347	3	.782	.929	.431	NS
	Within Groups	66.544	79	.842			
	Total	68.892	82				
Quality of the product	Between Groups	.956	3	.319	.650	.585	NS
	Within Groups	38.730	79	.490			
	Total	39.687	82				
Creates value to the product	Between Groups	5.532	3	1.844	3.117	.031	S
	Within Groups	46.733	79	.592			
	Total	52.265	82				
Generates publicity	Between Groups	1.067	3	.356	.397	.756	NS
	Within Groups	70.741	79	.895			
	Total	71.807	82				

Source: Author's Computation

There is a statistically significant difference between the groups as demonstrated by one-way ANOVA ( $F(3,78) = 3.48, P = 0.021$ ). A Tukey Post Hoc test showed that the respondents having family monthly income of less than Rs.30,000 was statistically influenced by the outdoor advertising while purchasing than the other income groups ( $P = 0.033$ ).

## VI. FINDINGS

- There is a significant relationship between educational qualification and the level of influence on buying behaviour based on the different types of outdoor advertising.
- There is a significant relationship between age and the level of agreement towards buying decision influenced by outdoor advertisements.
- The respondents having family monthly income of less than Rs.30,000 was statistically influenced by the outdoor advertising while purchasing a product or services than the other income groups.

## VII. CONCLUSION

Outdoor advertising is the most traditional type. It is one of the more pervasive forms of communication. It gives advertisers one final chance to remind and influence consumers before they make a purchase. The study concludes that there is a significant relationship between educational qualification and level of influence on buying behaviour based on the different types of outdoor advertising. There is a significant relationship between age and level of agreement towards buying decision influenced by outdoor advertisements. Overall, the study revealed that outdoor advertising has a significant impact on consumer buying behaviour and also affects their buying decision. As a result, consumers more influenced by outdoor advertising to make their purchases.

## REFERENCES

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