

THE IMPACT OF OUTDOOR ADVERTISING  
ON CONSUMER BEHAVIOR

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## ABSTRACT

The idea behind this study is to uncover the factors which have greater influence on consumer buying behavior while making purchase decisions through outdoor advertisement. The research methodologies include gathering applicable data from specified literature and analyzing the material to come at a more complete understanding of the outdoor advertising phenomenon. Data collection will consist of an online survey: the goal will be to gather survey data from as many dissimilar individuals from different generations as well as different neighborhoods in the Tetovo region. Once all the data was gathered, it was analyzed thoroughly in spreadsheets and charts. The aim was to find out similarities within consumers and how they view outdoor advertising in contrast with other advertising instruments. Essentially, the objective of this study is to analyze the perception and persuasive angles and the influence of outdoor advertising on consumer behavior. It is finally concluded, after applying correlation and regression techniques, that billboard location and catching billboards have greater influence on customer buying behavior.

## ACKNOWLEDGMENTS

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## CHAPTER 1

### 1. INTRODUCTION

#### **1.1 BACKGROUND OF THE RESEARCH FIELD**

Increasing global competition has made many companies want to find more innovative ways of promoting their goods and services. The primary objective of companies which seek to survive in this age, is to achieve their goals through the most efficient implementation of their resources; to produce and market their goods and services; and to derive greater profits. Advertising is the only way to achieve these goals.

Advertising plays an important role in drawing the attention of customers and affecting their decisions among numerous products. It is considered a guide that helps customers to choose the most appropriate product from him/her among the hundreds of offers on the market. With this being said, this research will be exploring the advertising phenomenon and indicate the status of outdoor advertisements among the other advertising instruments which are thought to have an effect on the purchasing behavior of consumers. This research will service a purpose as to understand the role of outdoor advertising and its effectiveness.

#### **1.2 OBJECTIVE OF THE RESEARCH**

The purpose of this research is to determine the effects and dimensions of outdoor advertisements on consumers who are living in the Tetovo region, and to measure the effectiveness of outdoor advertisements in influencing the participants purchasing behavior. Outdoor advertising targets the mass market, and with this research we will see how well and

effectively that mass market is targeted. We will find out if outdoor advertising re-in forces the availability of the brand, if it actually reaches markets no other advertising medium can, if it builds brand loyalty, if it maintains brand dominance, etc.

Ultimately, the objective of this study is to analyze the perception and persuasive angles and the influence of outdoor advertising on consumer behavior.

### **1.3 RESEARCH FRAMEWORK / HYPOTHESIS**

Five hypotheses have been developed for this research:

***HYPOTHESIS 1:*** Outdoor advertisements create awareness of product existence, more especially on newly introduced goods – and increases sales.

***HYPOTHESIS 2:*** Outdoor advertisements, such as billboards, are more likely to convey than other forms of advertisement.

***HYPOTHESIS 3:*** Outdoor advertisements appeal more than other forms of advertising, and position good and services quicker in people's mind than any other media.

***HYPOTHESIS 4:*** Outdoor advertisements have a significant impact on the purchasing decision of consumers.

***HYPOTHESIS 5:*** Outdoor advertisements generally persuade the consumer to purchase the advertised goods or services.

## CHAPTER 2

### 2. LITERATURE REVIEW

#### 2.1 MARKETING

Marketing is about people and understanding what they want; then trying to give it to them at a price that they are willing to pay, meanwhile providing us with an acceptable profit. Marketing is about targeting; it is about strategically choosing which customers we want to try to satisfy. Marketing is about positioning. It is about designing a product or service that has benefits that people want and cannot get elsewhere. Marketing is also about advertising, pricing, promoting and distributing. Without knowing to whom we want to sell and what we want to give them, we really cannot know how to advertise or price or promote or distribute effectively (Sexton & Trump, 2010).

In 2005, the American Marketing Association (AMA) broadened its definition of marketing to emphasize what it accomplishes and who it benefits. “Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders” (Sandhusen, 2008).

Many large and famous disasters in business were failures in marketing. EX: the Edsel car was a car with styling no one wanted. This was due to managers who thought they knew

what their customers wanted and when in fact they did not. These mistakes cost millions of dollars (Sexton & Trump, 2010).

Every business needs to have a way to make themselves special to customers in a way to differentiate itself - and every business needs to focus on certain customers. In marketing “we can’t be everything to everyone,” we need to focus our efforts on those customers we wish to attract (Sexton & Trump, 2010).

Marketing is perceived value. Understanding the customer’s needs and perceptions is the foundation of marketing.

### **2.1.1 Marketing Strategy**

The marketing strategy is essentially the blueprint of how to achieve the business objectives. Without a marketing strategy, there is no clear focus on which customers will be pursued. Without a marketing strategy there is no clear definition of what is special about the organizations products or services and why the target customers should buy them. A good strategy delivers the following: Coordinate – Concentrate – Communicate (Sexton & Trump, 2010).

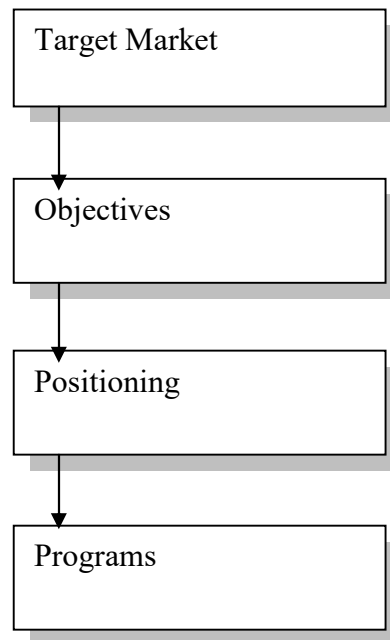
A strategy coordinates all the organization’s resources and actions so that they are intended for the same goals. Achieving goals requires that efforts be concentrated on specific products, services and markets. And finally, a strategy must communicate to all the members of an organization what they are supposed to do (Sexton & Trump, 2010)..

A marketing strategy has four major components:

1. Target markets: the specific group of customers who will be the focus of the strategy
2. Business objectives: the reason we are in business

3. Positioning: The one or two key benefits of the product or service selected to be the core of the strategy
4. Programs: The actions you pursue to implement the strategy; sometimes called tactics – or the marketing mix. These actions concern activities such as advertising, personal selling, pricing and distribution.

Table 1. Components of a Marketing Strategy



Marketing concepts include: needs, demands exchange, markets, marketing mixes, marketing environments, competition, and marketing itself (Sexton & Trump, 2010).

Needs are states of physical or mental deprivation. An important job for marketing managers is to determine what product related needs predominate among various customer groups and then to turn these needs into WANTS by focusing on the need satisfying benefits of



the products they are marketing. Demands are wants backed by purchasing power (Sandhusen, 2008).

Exchange is the process by which two or more parties give something of value to one another to satisfy wants. Exchange is both the objective and common denominator of all marketing activity. Requirements for an exchange to take place include:

- At least two parties, each with something of value to the other party
- Each party capable of communication and delivery
- Each party free to accept or reject the others offer
- Each party believing it appropriate and desirable to deal with the other party.
- Legal authority such as law of contracts to protect the agreement (Sandhusen, 2008).

### **2.1.2 Segmentation**

Knowing your target market is the first step in selling your products and services. A marketing segmentation strategy divides your target market into subgroups that are easier to manage. Market segmentation is an organizational strategy used to break down a target market audience into smaller, more manageable groups. Determining the right marketing segmentation strategy means using or combining demographic, geographic, behavioral, and psychographic segments to reach a more targeted consumer or business base.

Marketing segmentation strategies help predict where your products and services are most wanted, allowing for better customer experiences, loyalty, and niche marketing. Market segmentation is typically divided into four groups: demographic, geographic, behavioral, and psychographic. Each segmentation strategy offers different marketing solutions, especially when segments are combined (*Market Segmentation Strategy Solutions*).

### **2.1.3 Target Markets**

Markets are groups of actual or potential buyers who can afford to buy the product, have the needed authority to buy the product, desire the product and will respond similarly to a marketing mix appeal. The acronym MADR – stands for money, authority, desire and response. Groups of people who possess these MADR attributes in greater abundance are called target markets (Sandhusen, 2008).

According to author Donald Sexton Sexton, D., & Trump, D. (2010) a market segment is a group of customers or potential customers who have a similar problem or seek approximately the same benefits. The word problem signifies the needs that the customers are trying to fill.

Another definition of market segment are groups of high potential prospective customers with common characteristics and needs that distinguish them from other high potential market segments. Identifying defining and targeting these groups helps marketers improve all aspects of the strategic marketing planning process, including devising attractive marketing mix offerings, formulating segmentation and product positioning strategies for efficiently reaching target markets, and controlling overall plan effectiveness (Sandhusen, 2008).

Any segmentation system requires us to know benefits customers want and their characteristics. To define a market segment, we need to know the benefits that customers are seeking to enable the grouping of customers together. We need to be able to describe or label customer groups in some way so we can find the customers in the segment. For consumer products or services, such labels are often demographics such as age, gender and income, but may also include other characteristics such as lifestyle (example: Single, young, family) or psychographics (personality descriptors). Any segmentation system requires the awareness of the benefits customers want and customer characteristics (Sexton & Trump, 2010).

Segments consist of people; not products or services. What people in a market segment have in common is a problem; therefore, they seek similar benefits, have similar priorities and expect similar performance on each benefit. Segments need to be identifiable and accessible. This is why labels must be part of any segmentation scheme. If we cannot find the members of a segment, then we cannot focus advertising, promotion or personal selling efforts to persuade them to buy our product or services (Sexton & Trump, 2010).

Target Marketing improves market planning:

Most products sold in consumer and organizational markets lend themselves to a segmentation strategy, which is basic to formulating, implementing, and controlling strategic marketing plans. An important advantage of a segmentation strategy is its consistency with the Pareto effect, named after the 19<sup>th</sup> century economist Wilfred Pareto who concluded that a large proportion of wealth is controlled by a small percent of the population of wealth is controlled by a small percent of the population (Sandhusen, 2008).

Larger markets may be divided into smaller target markets on the basis of geographic, demographic, psychographic, and behaviorist criteria.

Geographic criteria- focuses on the location of prospective target markets and distinguishing characteristics associated with each location. Marketing managers can focus on single, few, or many areas, depending on such considerations as the size of each area and the cost of serving it.

Demographic criteria- refers to such state of being measures as age, sex, family size, family life cycle stage, income, occupation, and nationality. All can be used to identify and define target markets, and to develop offering attractive to each segment.

Psychographic criteria- are “state of mind” variables that have a direct influence on buyer behavior. They include social class, values, personality, and lifestyle. Data emerging from these surveys allows researchers to develop lifestyle profiles from which marketers can develop marketing strategies that fill each profile.

Behavioristic Criteria – define target market groups in terms of how market members behave, as consumers, toward a seller’s offering, for example, how frequently they use it, how loyal they are toward it, and what benefits they seek from it. These criteria are useful both in identifying determining dimensions of a target segment and in devising marketing mixes to appeal to defined segments (Sandhusen, 2008).

#### **2.1.4 Marketing Mix**

Marketing mixes are combinations of marketing tools that marketing managers arrange to satisfy customers and company objectives. The marketing mix is associated with the 4 Ps. Product Price Promotion and Place (Sandhusen, 2008).

The product in marketing terms is defined as anything tangible or intangible offered for attention, acquisition use or consumption that is capable of satisfying needs. Included can be objects, people, places, services, and ideas. The satisfaction people get from products can derive from any aspect of the product, such as its quality brand name service warranty package supplementary use or symbolic value (Sandhusen, 2008).

The price that customers pay for a product influences the products image and likelihood of purchase. It is the only revenue-generating element of the marketing mix and the easiest to change. Price is usually based on analyses of costs, customer needs, competitive prices, and government regulatory and political mandates (Sandhusen, 2008).

The 4 P's are Product, Price, Place and Promotion; however, they are not equal. Product is a strategic choice and must come before the other Ps. The others are tactics. If the product is not designed to meet customer needs, then a terrific price, a convenient place and an exciting promotion will not save it. Marketing is first about strategy then about tactics. If the strategy is wrong – wrong target market, wrong positioning, and wrong target competitor – then it really does not make much difference how great the advertising or selling or distribution or pricing is, the product or service will fail eventually. In fact, the more effective the tactics the quicker a poor product will disappear. There is a saying in advertising: If the product is poor, great advertising will cause it to fail even faster – as more people are persuaded to use it, more people will find out that they don't like it (Sexton & Trump, 2010).

## **2.2 PROMOTION**

Promotion- according to Businessman Donald Trump, a great promoter is a person who can take a piece of garbage and sell it.

Promotion programs, designed to persuade customers to buy the product, include personal selling, advertising, publicity and sales promotion.

Promotion is the element of the marketing mix which is solely responsible for communicating the marketing proposition. Marketers create this unique marketing proposition for their product or service. Ex: McDonald's marketing proposition is about community, food and enjoyment; Audi is about the driver experience and technology (Friesner, 2014).

### **2.2.1 Promotional Mix**

Promotional mix- communicates with customers and prospects to inform, persuade, or remind them about goods, services, image or impact on society (Sandhusen, 2008).

Promotion mix elements encompass indirect advertising, sales promotion, word of mouth and publicity/public relations communications that support direct personal selling communication (Friesner, 2014).

Planning Productive promotion programs: an effective promotion program generally has three outcomes:

1. The promotional message reaches the intended audience
2. The message is understood by this audience
3. The message stimulates recipients to take a desired action

## **2.3 ADVERTISING**

Ralph Waldo Emerson said: “Build a better mousetrap, and the world will beat a path to your door.” The marketing version of this quotation is: If you build a better mousetrap, then customers will buy it only if: They know they have mice; They want to get rid of the mice; They believe a mousetrap is the best way to get rid of the mice; They believe your mousetrap is better; They believe your price is reasonable given the competitors’ mousetraps and prices; They know where to buy your mousetrap (Sexton & Trump, 2010).

The objectives of an advertising strategy are what we would like the customer to do, think or feel as a result of the advertising. Advertising objectives include both action objectives for your target customers, such as trying the product or purchasing the product, and intermediate objectives such as awareness or preference (Sexton & Trump, 2010).

**Action Objective:** Action objectives describe actions you would like to see the target customer take as a result of your advertising. This might include product trial, brand trial, brand shift, repurchase increase usage, or model shift. Action objectives for an advertising campaign are important because they are directly related to the business objectives (Sexton & Trump, 2010).

**Intermediate Objectives:** Usually people do not change their behavior immediately. To persuade them to change, you need time and patience. The idea is that customers travel through different stages before they take action. Intermediate communications objectives focus on those stages and typically include:

- Awareness – recognizing your brand name
- Knowledge – Having some knowledge of what the product or service does.
- Liking- believing that your product or service will meet their needs best.
- Conviction – believing that they will take action (Sexton & Trump, 2010).

**Some important questions about the advertising message:**

- What are the intermediate and action objectives of the message and are they clear?
- What reason are we providing customers to change their behavior or attitudes? What is the benefit advantage?
- Is the approach of the message effective given the situation?
- Is the style of the message attention getting, understandable, and memorable?
- Is the brand name mentioned?

Keeping in mind these questions while looking at ads; it is surprising how many ads have unclear objectives or provide no reason to the customer or use an ineffective approach or are

consuming and difficult to remember. It is even more surprising how many ads do not seem to mention the brand name, or if they do, make it very difficult to find. If the target customer doesn't know who paid for the ad, it is unlikely that the ad will be effective for that product or service (Sexton & Trump, 2010).

### **2.3.1 Outdoor Advertising**

Outdoor advertising describes any type of advertising that reaches the consumer when he or she is outside of the home. Basically, if it is outside the home, it is outdoor advertising. It is considered a mass market medium, just like broadcast, radio, TV, and cinema advertising. It reaches hundreds of thousands of people, by foot, mass transit, or car and is very quick and impactful (Suggett, 2018). Forms of outdoor advertising include:

- Billboard Advertising - a large outdoor advertising space designed to capture the attention of motorists and pedestrians, typically placed around high traffic areas. They are meant to be simple, striking, and creative. The typical size of an advertising billboard is 14 feet high by 48 feet wide.
- Point of sale displays - A point of sale (POS) display is any show material or visual merchandising situated near or around the transactional point of purchase. They are used to maximize the visibility of promotions and products and, ultimately, boost sales. POS displays tend to be most effective when used to display or promote impulse purchases. These are typically fast-moving consumer goods and effectively encourage the customer to make an 'unplanned purchase' of a low-ticket product.
- Street furniture (*transit shelters, urban panels, benches, kiosks, telephone booths etc*) - Street furniture advertising is advertising that is affixed to street furniture using various



displays often providing a public amenity and are positioned at close proximity to pedestrians for eye-level viewing or at a curbside to impact vehicular traffic.

- Transit Advertising and wraps (*taxi, buses, subways, trains etc*) - placement of print ads on buses and other vehicles and in bus shelters and train stations--is an important medium for reaching an audience of all ages, backgrounds and incomes. You are not just addressing riders with these "moving billboards." You are reaching families and professionals in their vehicles, students shopping or right on campus, and tourists finding their way around town. Transit Advertising is not limiting to specific listeners, readers or demographics, it captures everyone.
- Guerilla Advertising (*ambient media*) - Guerrilla marketing is a marketing tactic in which a company uses surprise and/or unconventional interactions in order to promote a product or service. It is different than traditional marketing in that it often relies on personal interaction, has a smaller budget, and focuses on smaller groups of promoters that are responsible for getting the word out in a particular location rather than through widespread media campaigns. Connection to the emotions of a consumer is key to guerrilla marketing

Back in the day, a billboard or an outdoor advertisement was basically a way to do brand awareness. Today, however, with the emergence of mobile technology and websites, outdoor can now urge people to something instantly. From quick response codes to simple web addresses or even social media apps like Snapchat and Instagram, outdoor advertising can be a way to begin a conversation with the consumer or induce an outdoor campaign to go viral (Suggett, 2018).

Outdoor advertisement can even become a focal point for an entire campaign, especially if it includes a stunt or drives interaction with the (potential) consumers (Suggett, 2018). Some

recent examples include the TNT “Push To Add Drama” stunt (<https://www.youtube.com/watch?v=316AzLYfAzw>), the tailgating ads for the Colorado State Patrol, and the Pepsi Max Unbelievable bus shelter (<https://www.youtube.com/watch?v=Go9rf9GmYpM>).

## 2.4 CONSUMER BEHAVIOR

Consumers are: Current customers, new customers, lost customers, potential customers.

The marketing strategy starts with understanding the customers and prospective customers and how they perceive the products and services. Customers behave according to their perception of products and services, not according to managers’ opinions of the products and services they are trying to sell. Customers’ perceptions can be summarized as perceive value. This book defines Perceived value as: The maximum a customer or prospective customer will pay for your product or service (Sexton & Trump, 2010).

Perceived value is not the price of charge, it is the ceiling on the price that can be charged; therefore, the higher the perceived value of the product or service, the higher the sales profits and cash flow will be (Sexton & Trump, 2010).

Consumer behavior has to do with branding. A strong brand gives customer’s confidence; which leads to higher prices and higher demand (Sexton & Trump, 2010).

Consumer behavior encompasses individual, group and organizational decisions and activities affected by intra and interpersonal variables that involved in evaluating, acquiring using and disposing of products, services experiences or ideas and the impact these processes have on consumers and society (Sandhusen, 2008).

This diffuse definition makes some useful points regarding the nature and scope of consumer behavior

- It includes the use and disposal of acquisitions, as well as how they were purchased in the first place
- It includes acquisitions beyond tangible products, including services, experiences and ideas
- It includes behavior by individuals, groups, or organizations, including all the members of buying centers
- It is influenced by interpersonal variables (like celebrities, co-workers, and family members) interacting with intrapersonal variables (like attitudes, motives and perceptions)
- Its effect resonates from the individual consumer or members of an entire society

A good understanding of the behavioral processes by which people determine whether, what, then, where, how, from whom, and how often they buy and consume things is key to defining markets to relate to and communicate with, and tailoring marketing mixes to the wants and the needs of target market members (Sandhusen, 2008).

#### **2.4.1 Factors that Influence Consumer Behavior**

Factors that influence consumer decision –making processes can be classified as interpersonal (between people) or intrapersonal (within people). Interpersonal influences include social and cultural groups to which people belong or would like to belong, such as family and gender-based groups. Intrapersonal influences include drives, perceptions, and attitudes that shape consumer behavior.

### **Social class predicts buying behavior:**

A social class is a relatively homogeneous and enduring division of a culture whose members share similar values, interests and behavior. As documented by researchers like Richard Coleman and W. Lloyd Warner, social classes are hierarchically structured, usually ranging from lower-lower to upper-upper strata, with approximate percentages of the population assigned to each stratum. An individual's position as a member of a given social class is based on a number of variables, including amount and type of income, occupation, type of house, and area of residence. Persons with a given social class tend to act more alike than members of different social classes, including having distinct product and brand preferences in such areas as home furnishings, consumer electronics, travel and leisure activities, and automobiles (Sandhusen, 2008).

### **Family Based Groups**

As the smallest reference group with which the consumer interacts, the family is also the most important buying influence in society. Two kinds of family- the family of orientation and the family of procreation – exert this persuasive influence. The family of orientation, consisting of the consumer's parents and siblings, imparts behaviors and values toward religion, politics, economics, feelings of personal ambition, and product worth. This family can even influence the buyer's unconscious behavior. The family of procreation, comprising the consumers spouse and children, has a more direct influence on buying behavior than any other group (Sandhusen, 2008).

Key differences among family-based groups relate to the size, strength, and cohesion of the family unit. From a marketer's perspective, the average size of a household which is a good measure of family size, although it includes related and nonrelated occupants – in a prospective

market often defines the nature and size of market for such products as appliances and prepared foods (Sandhusen, 2008).

### **Psychographic intrapersonal variables**

Unlike demographic variables, significant psychographic variables motives, attitudes, perceptions, and the like are generally difficult to identify and measure. Often, it's worth the effort, however since these variables can be the most useful of all for segmenting markets and building persuasive marketing mix offerings that relate to potent emotive responses (Sandhusen, 2008). Following are brief definitions of motives, perceptions, attitudes and lifestyles:

Motivation – a motive or drive is a stimulated need than an individual seeks to satisfy. Until it is satisfied, or otherwise eliminated, it will continue to generate an uncomfortable tension. Stimulated needs can be classified as primary buying motives. Marketing activities can be viewed as a way to both stimulate motives and to satisfy motives. Maslow (Abraham H. Maslow, *Motivation and Personality*, 3<sup>rd</sup> ed. New York: Addison – Wesley, 1987) identifies a hierarchy of five levels of needs, arrayed in the order in which an individual is motivated to gratify them, starting with physiological needs and working up through safety, social, and esteem needs to self-actualization needs atop the hierarchy. Accepting Maslow's hierarchy, Moore would then attempt to identify the need hierarchy level occupied by prospective MM systems buyers, then plan a promotion campaigns to reach its target market, based largely on a researched understanding of the nature and needs of this segment.

Perception – is the process by which people derive meaning from the selection, organization, and interpretation of stimuli from within themselves or from external environment.

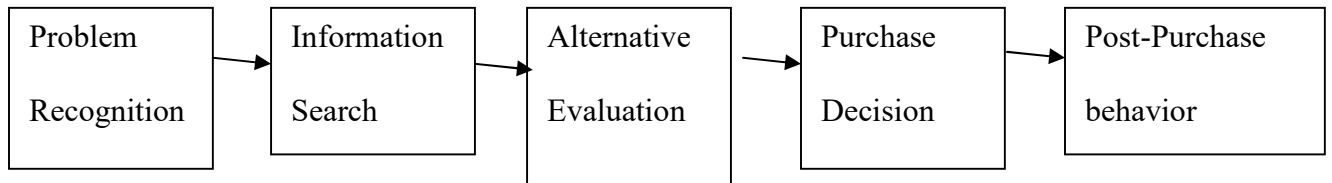
Attitudes – are relatively stable tendencies to perceive or act in a consistent way toward products or classes of products. They are formed or adjusted by what is learned from families,

peers, and other social groups; from information received; and from previous behavior. Although attitudes are second only to intentions as predictors of behavior, they are difficult to define, measure, and relate to product classes or specific brand (Sandhusen, 2008).

How buyers make decisions:

Inter and Intrapersonal variables, along with broader economic, competitive, and legal environmental variables, all come together to influence buyer decisions to buy or not to buy. To illustrate this decision-making process, we move to a five-stage model of the buyer decision process:

Table 2.The Decision-Making Process:



The five segments of the buyer decision process show that a prospects decision to purchase a product is only one step in a process that started before the decision and will have consequences after. By illustrating the nature and dynamics of decision making, this model also suggests strategies for leading the prospects through to a final, favorable purchase decision.

Problem Recognition – regardless of type of buyer decision situation, some combination of internal and external stimuli will first trigger the buying decision process by high lighting and unsatisfied need.

Information Search – If the need motivating behavior is strong enough and the product is capable of quickly satisfying this need, the buyer will probably not reach this section stage of the decision process. When it is reached, however, two levels of search activity are possible; some search, during which heightened interest makes the buyer more receptive to product information, and active information search, during which the buyer actively searches for such information. The extent to which buyers engage in active search depends on a variety of considerations, including degree of motivation toward a product class, amount of information available, ease of obtaining additional information, value placed on this information, and the satisfaction of engaging in the search (Sandhusen, 2008).

#### Evaluation of Alternatives:

During the third stage of the decision-making process, prospective buyers evaluate alternative purchase selections resulting from the information search.

#### Post purchase behavior:

Even after the purchase is made, the decision-making process is not over. The final stage focuses on the psychological responses of buyers to their purchase decisions. An understanding of these post purchase responses is important to marketers in that they influence the likelihood that buyers will repurchase products and or encourage others to purchase the product (Sandhusen, 2008).

## CHAPTER 3

### 3. METHODOLOGY

#### **3.1 RESEARCH DESIGN**

My research methodology requires gathering applicable data from the specified literature and analyzing the material to come at a more complete understanding of the advertising phenomenon, more precisely - outdoor advertisements.

For this study I have utilize qualitative data collection tools to measure the in-depth motivations behind consumer buying behavior or opinions, and an in-depth exploration of how people think, feel and why.

Data collection will consist of an online survey, where questions were developed based on the information from the literature review regarding how consumers perceive outdoor advertisements. The goal will be to gather survey data from as many dissimilar individuals from different generations as well as different neighborhoods in the Tetovo region. Once all the data was gathered, it was analyzed thoroughly in spreadsheets and charts. The aim was to find out similarities within consumers and how they view outdoor advertising in contrast with other advertising instruments.

#### **3.2 SAMPLING TECHNIQUE AND SIZE OF SAMPLING**

I designed my research and data collection so that each individual is chosen completely by chance and each member of the population has an equal chance of being selected. I have done this through simple random sampling, which reduces selection bias.



### 3.4 INSTRUMENTS OF THE RESEARCH

For this study, a structured questionnaire with a fixed scheme was conducted. The questionnaire consisted of 19 questions to which 229 people responded. The survey was sent through email, to which a variety of individuals could participate.

### 3.5 MEASUREMENTS OF THE RESEARCH

As previously stated, the questionnaire was composed of 19 questions. The first four questions consisted of demographic data where the respondents were asked their gender, age, highest level of education completed and employment status. The respondents were able to select what applied to them.

Table 3. Questions 1-4

<p><i>1. Gender:</i>  <i>Male</i>  <i>Female</i></p>	<p><i>3. Highest level of education completed:</i>  <i>No schooling completed</i>  <i>High school diploma</i>  <i>Bachelor's degree</i>  <i>Master's degree</i>  <i>Doctorate degree</i></p>
<p><i>2. Age:</i>  <i>15-19 years old</i>  <i>20-29 years old</i>  <i>30-39 years old</i>  <i>40-49 years old</i>  <i>50 years or older</i></p>	<p><i>4. Employment Status:</i>  <i>Student</i>  <i>Self-employed</i>  <i>Full-time employment</i>  <i>Part-time employment</i>  <i>Unemployed</i>  <i>Retired</i></p>

The second group of questions (5-13) consisted of general statements where the participants had to select their level of agreement: *Completely Agree, Agree, Neutral, Disagree and Completely Disagree*.

Table 4. Questions 5-13

5. *Advertisements influence me a lot during my buying decisions:*
6. *I watch billboards only to be informed:*
7. *Information on outdoor advertisements are persuasive:*
8. *Attractive outdoor advertising is an important factor that impacts consumer behavior:*
9. *Billboard location influences consumer decision making:*
10. *Prices on ads influence consumer decision making:*
11. *Images, figures and people on outdoor advertisements impact consumer behavior:*
12. *Outdoor advertising has an impact on the price of the product:*
13. *The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product*

The next two questions (14-15) requested the participant to answer their person experience with: *Never, Rarely, Sometimes, Very Often or Always*.

Table 5. Questions 14-15

14. *How often do you notice the advertising message on roadside billboards?*
15. *How often do you make shopping decisions while driving based on what you see in outdoor advertising?*

The last set of general questions (16-19) allows the participant to check all that apply to them. This gives us an insight into the respondent's preferences in accordance with outdoor advertisement.

Table 6. Questions 16-19

<p><i>16. On an outdoor advertisement, have you ever..?</i></p> <p><input type="checkbox"/> ..seen something funny that you talked about with others?</p> <p><input type="checkbox"/> ..learned about an event you were interested in?</p> <p><input type="checkbox"/> ..learned about a store offer that you later visited?</p> <p><input type="checkbox"/> ..learned about a product/service offer that you later visited?</p>	<p><i>18. At any time in the past week have you noticed an..</i></p> <p><input type="checkbox"/> advertisement on a bus?</p> <p><input type="checkbox"/> advertisement on a bus stop?</p> <p><input type="checkbox"/> advertisement on a taxi cab?</p> <p><input type="checkbox"/> advertisement on a building?</p>
<p><i>17. What do you usually notice on outdoor advertising?</i></p> <p><input type="checkbox"/> Food</p> <p><input type="checkbox"/> Clothing</p> <p><input type="checkbox"/> Event</p> <p><input type="checkbox"/> Service</p> <p><input type="checkbox"/> Traveling</p> <p><input type="checkbox"/> Other</p>	<p><i>19. What do you look for in an advertisement?</i></p> <p><input type="checkbox"/> A brand that I am familiar with</p> <p><input type="checkbox"/> Product information</p> <p><input type="checkbox"/> Price information</p> <p><input type="checkbox"/> Celebrities and famous people</p> <p><input type="checkbox"/> Discounts and deals</p> <p><input type="checkbox"/> Humor</p>

## CHAPTER 4

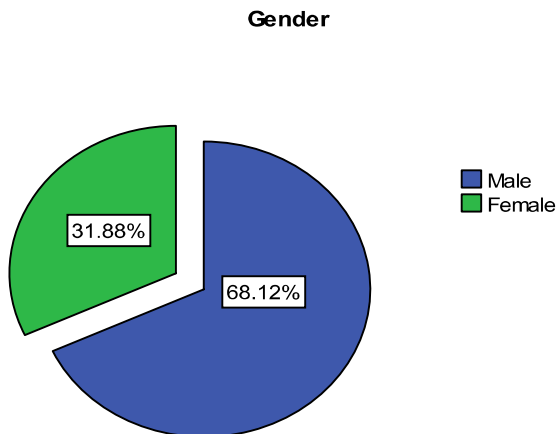
### 4. DATA PRESENTATION AND ANALYSES

This chapter includes a methodical presentation of data acquired from the questionnaire about the influence of outdoor advertising on consumer behavior.

#### 4.1 DESCRIPTIVE STATISTICS

Table 7. Gender of Participants

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	156	68.1	68.1	68.1
Female	73	31.9	31.9	100.0
Total	229	100.0	100.0	



This figure shows that out of the 229 respondents, 73, 31.88% were female, while 156, 68.12% were male.

Figure 1. Gender of Participants

Table 8. Age of Participants

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
15- 19 years old	10	4.4	4.4	4.4
20-29 years old	116	50.7	50.7	55.0
30-39 years old	62	27.1	27.1	82.1
40-49 years old	29	12.7	12.7	94.8
50 years or older	12	5.2	5.2	100.0
Total	229	100.0	100.0	

Age

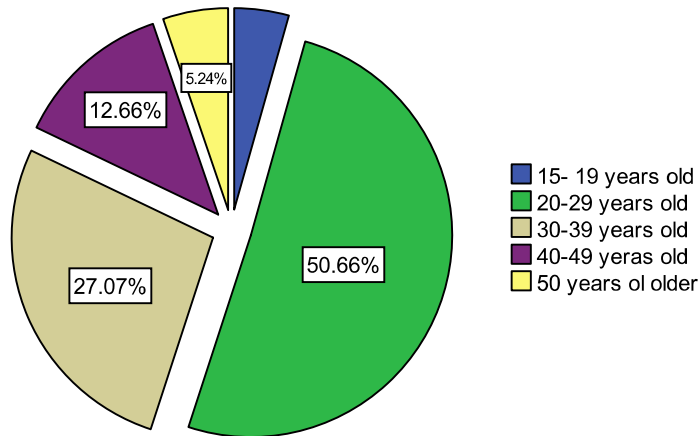


Figure 2. Age of Participants

This figure represents the age group of our participants. Ten respondents were between the ages of 15-19. The majority of our respondents (116) were between the ages 20-29. Sixty – two respondents were between the ages 30-39. Twenty were between the ages 40-49, meanwhile 12 were 50 years old or older.

Table 9. Education of Participants

Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
No schooling completed	6	2.6	2.6	2.6
High school	39	17.0	17.0	19.7
Bachelor	85	37.1	37.1	56.8
Master	85	37.1	37.1	93.9
Doctorate	14	6.1	6.1	100.0
Total	229	100.0	100.0	

Education

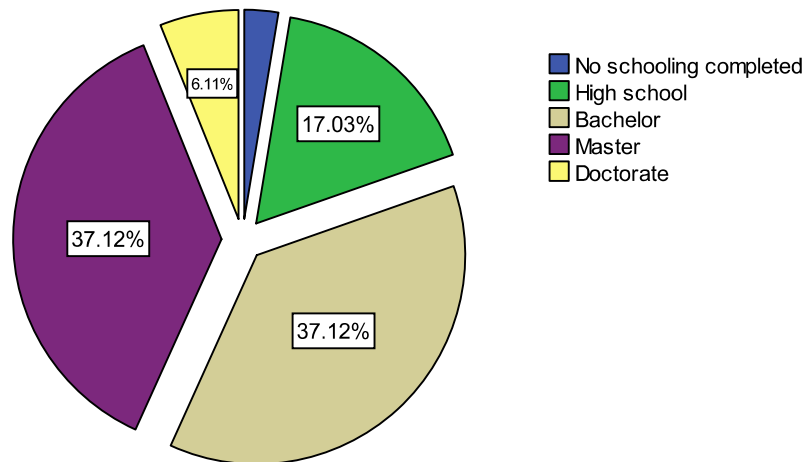


Figure 3. Education of Participants

The bar graph shows that 2.6% had no schooling completed, 6.11% had a doctorate degree, 17.03% had only completed high school, 37.12% held a master's degree, and another 37.12% held a bachelor's degree.

Table 10. Occupation of Participants

Work				
	Frequency	Percent	Valid Percent	Cumulative Percent
Student	35	15.3	15.3	15.3
Self employed	8	3.5	3.5	18.8
Full-time employment	149	65.1	65.1	83.8
Part-time employment	5	2.2	2.2	86.0
Unemployed	25	10.9	10.9	96.9
Retired	7	3.1	3.1	100.0
Total	229	100.0	100.0	

Work

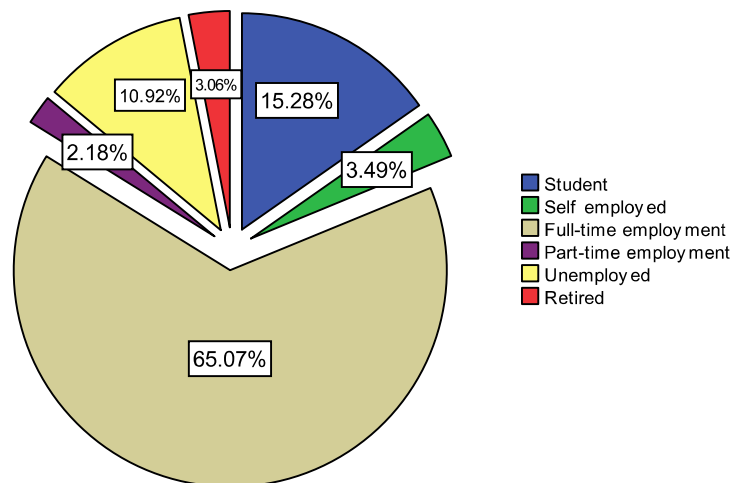


Figure 4. Occupation of Participants

Figure 4 shows that 15.28% of the respondents were students, 3.49% were self-employed, 65.07% were full-time employed, 2.18% were part time employed, 10.92% were unemployed, and 3.06% were retired.

## 4.2 RELIABILITY STATISTICS

Table 11. Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.826	.828	11

### 4.2.1 The Cronbach's Alpha

Table 12. The Cronbach Alpha Analysis

Item Statistics			
	Mean	Std. Deviation	N
Advertisements influence me a lot during my buying decisions	3.6943	.94730	229
I watch billboards only to be informed	3.6856	.97639	229
Information on outdoor advertisements are persuasive	3.2096	.95499	229
Attractive outdoor advertising is an important factor that impacts consumer behavior	3.6943	1.02727	229
Billboard location influences consumer decision making	3.7424	1.08377	229
Prices on ads influence consumer decision making	3.9083	1.03253	229
Images, figures and people on outdoor advertisements impact consumer behavior:	3.6507	1.05559	229
Outdoor advertising has an impact on the price of the product	3.8122	.99764	229
The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product	3.5066	1.11850	229
How often do you notice the advertising message on roadside billboards	2.8777	1.10139	229
How often do you make shopping decisions while driving based on what you see in outdoor advertising	2.6856	1.06244	229



Table 13. Anova Analysis

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between People	980.091	228	4.299	48.803	.000
Within People      Between Items	364.191	10	36.419		
Residual	1701.446	2280	.746		
Total	2065.636	2290	.902		
Total	3045.728	2518	1.210		

Grand Mean = 3.4970

#### 4.2.2 Correlation Statistics

Table 14. Correlation Statistics

Correlations												
		Advertisements influence me a lot during my buying decisions	I watch billboards only to be informed	Information on outdoor advertisements are persuasive	Attractive outdoor advertising is an important factor that impacts consumer behavior	Billboard location influences consumer decision making	Prices on ads influence consumer decision making	Images, figures and people on outdoor advertisements impact consumer behavior:	Outdoor advertising has an impact on the price of the product	The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product	How often do you notice the advertising message on roadside billboards	How often do you make shopping decisions while driving based on what you see in outdoor advertising
Advertisements influence me a lot during my buying decisions	Pearson Correlation		768**	304**	296**	303**	325**	252**	287**	259**	241**	235**
	Sig. (2-tailed)		000	000	000	000	000	000	000	000	000	000
	N	29	29	29	29	29	29	29	29	29	29	29
I watch billboards only to be informed	Pearson Correlation	768**		254**	293**	246**	254**	187**	241**	247**	209**	243**

	Sig. (2-tailed) N	000 29		000 29	000 29	000 29	000 29	005 29	000 29	000 29	001 29	000 29
Information on outdoor advertisements are persuasive	Pearson Correlation	304**	254**		459**	298**	344**	399**	313**	319**	150*	117
	Sig. (2-tailed) N	000 29	000 29		000 29	000 29	000 29	000 29	000 29	000 29	024 29	077 29
Attractive outdoor advertising is an important factor that impacts consumer behavior	Pearson Correlation	296**	293**	459**		563**	391**	488**	385**	399**	219**	145*
	Sig. (2-tailed) N	000 29	000 29	000 29		000 29	000 29	000 29	000 29	000 29	001 29	029 29
Billboard location influences consumer decision making	Pearson Correlation	303**	246**	298**	563**		363**	492**	320**	365**	190**	158*
	Sig. (2-tailed) N	000 29	000 29	000 29	000 29		000 29	000 29	000 29	000 29	004 29	017 29
Prices on ads influence consumer decision making	Pearson Correlation	325**	254**	344**	391**	363**		413**	792**	299**	071	026
	Sig. (2-tailed) N	000 29	000 29	000 29	000 29	000 29		000 29	000 29	000 29	284 29	700 29
Images, figures and people on outdoor advertisements impact consumer behavior:	Pearson Correlation	252**	187**	399**	488**	492**	413**		316**	726**	159*	058
	Sig. (2-tailed) N	000 29	005 29	000 29	000 29	000 29	000 29		000 29	000 29	016 29	382 29
Outdoor advertising has an impact on the price of the product	Pearson Correlation	287**	241**	313**	385**	320**	792**	316**		353**	007	052
	Sig. (2-tailed) N	000 29	000 29	000 29	000 29	000 29	000 29	000 29		000 29	917 29	437 29
The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product	Pearson Correlation	259**	247**	319**	399**	365**	299**	726**	353**		179**	179**
	Sig. (2-tailed) N	000 29	000 29	000 29	000 29	000 29	000 29	000 29	000 29		007 29	007 29

How often do you notice the advertising message on roadside billboards	Pearson Correlation	241**	209**	150*	219**	190**	071	159*	007	179**		762**
	Sig. (2-tailed)	000	001	024	001	004	284	016	917	007		000
	N	29	29	29	29	29	29	29	29	29	29	29
How often do you make shopping decisions while driving based on what you see in outdoor advertising	Pearson Correlation	235**	243**	117	145*	158*	026	058	052	179**	762**	
	Sig. (2-tailed)	000	000	077	029	017	700	382	437	007	000	
	N	29	29	29	29	29	29	29	29	29	29	29

### 4.2.3 Regression Model

Table 15. Regression Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.790 <sup>a</sup>	.625	.607	.59354	.625	36.277	10	218	.000

a. Predictors: (Constant), How often do you make shopping decisions while driving based on what you see in outdoor advertising, Prices on ads influence consumer decision making, The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product, I watch billboards only to be informed, Information on outdoor advertisements are persuasive, Billboard location influences consumer decision making, Attractive outdoor advertising is an important factor that impacts consumer behavior, How often do you notice the advertising message on roadside billboards, Images, figures and people on outdoor advertisements impact consumer behavior:, Outdoor advertising has an impact on the price of the product

Table 16. Anova Analysis

**ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	127.802	10	12.780	36.277	.000 <sup>a</sup>
Residual	76.800	218	.352		
Total	204.603	228			

a. Predictors: (Constant), How often do you make shopping decisions while driving based on what you see in outdoor advertising, Prices on ads influence consumer decision making, The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product, I watch billboards only to be informed, Information on outdoor advertisements are persuasive, Billboard location influences consumer decision making, Attractive outdoor advertising is an important factor that impacts consumer behavior, How often do you notice the advertising message on roadside billboards, Images, figures and people on outdoor advertisements impact consumer behavior:, Outdoor advertising has an impact on the price of the product

b. Dependent Variable: Advertisements influence me a lot during my buying decisions

#### 4.2.4 Frequency Tables

Table 17. Advertisements influence me a lot during my buying decisions

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	8	3.5	3.5	3.5
Completely disagree	15	6.6	6.6	10.0
Neutral	55	24.0	24.0	34.1
Agree	112	48.9	48.9	83.0
Completely agree	39	17.0	17.0	100.0
Total	229	100.0	100.0	

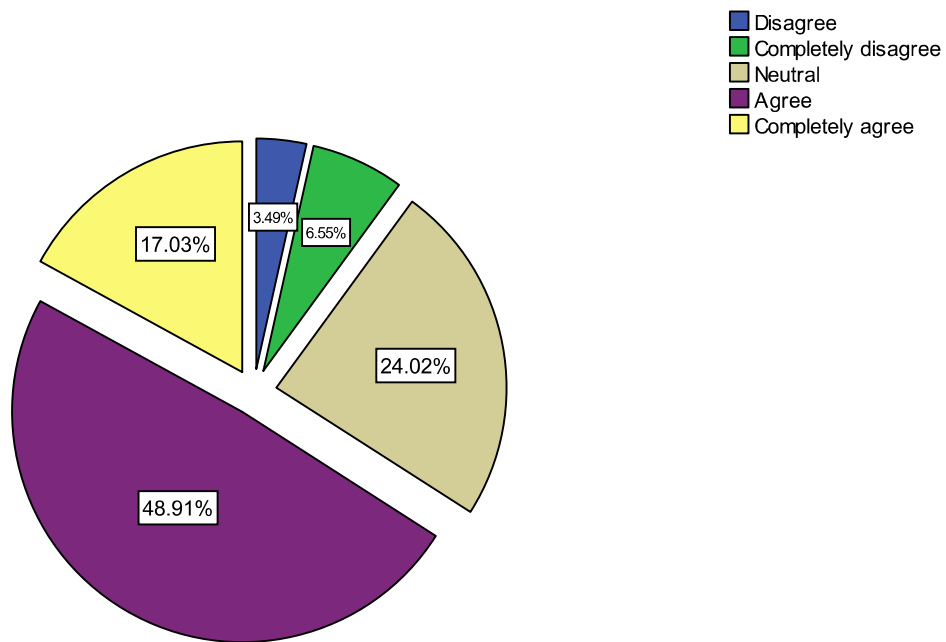


Figure 5. Advertisements influence me a lot during my buying decision

Figure 5 shows that 48.91% agree that advertisements influence them during their buying decision, 17.03% completely agree, 24.02% were neutral, 3.49% disagreed, and 6.55% completely disagreed.

Table 18. I watch billboards only to be informed 19

6. I watch billboards only to be informed				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	9	3.9	3.9	3.9
Completely disagree	18	7.9	7.9	11.8
Neutral	48	21.0	21.0	32.8
Agree	115	50.2	50.2	83.0
Completely agree	39	17.0	17.0	100.0
Total	229	100.0	100.0	

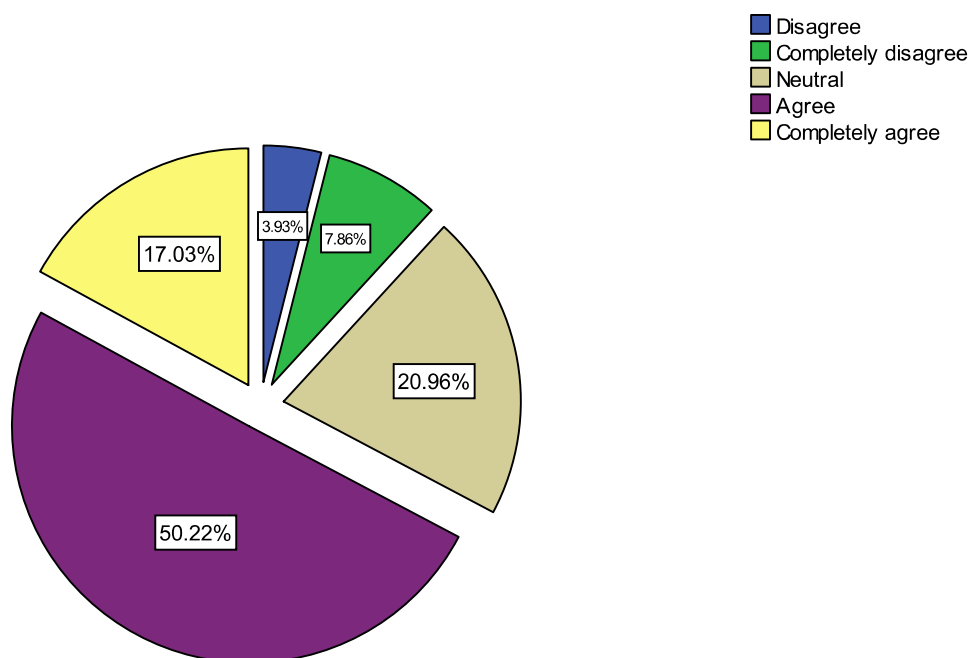


Figure 6. I watch billboards only to be informed

This figure shows that 50.22% of the participants agree that they watch billboards only to be informed. Meanwhile, 17.03% completely agree, 20.96% were neutral, 3.93% disagreed and 7.9% completely disagreed.

Table 20. Information on outdoor advertisements are persuasive

7. Information on outdoor advertisements are persuasive				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	8	3.5	3.5	3.5
Completely disagree	47	20.5	20.5	24.0
Neutral	77	33.6	33.6	57.6
Agree	83	36.2	36.2	93.9
Completely agree	14	6.1	6.1	100.0
Total	229	100.0	100.0	

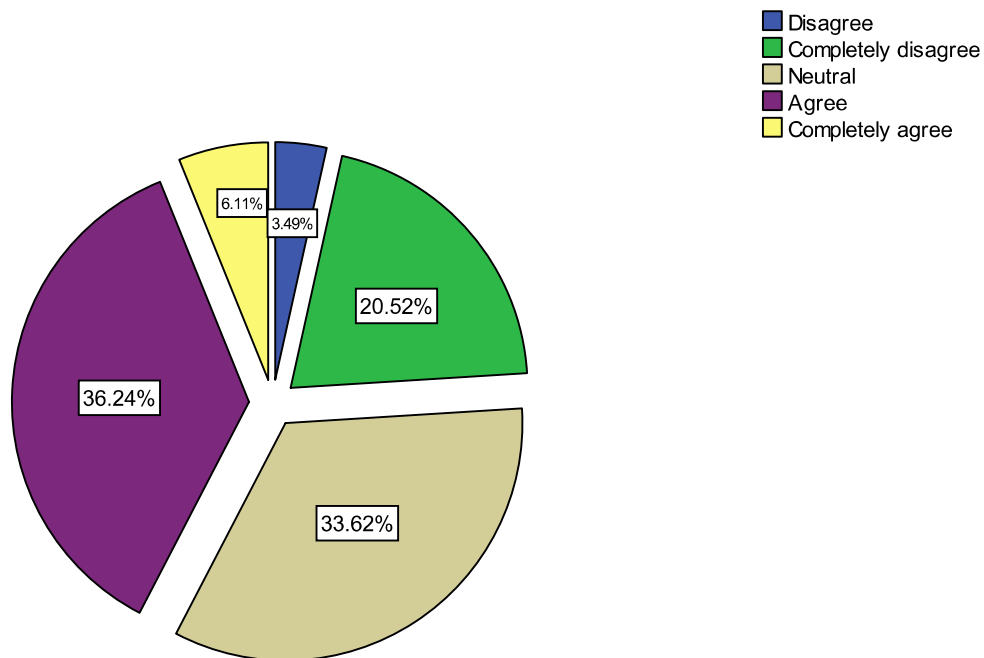


Figure 7. Information on outdoor advertisements are persuasive

This figure shows if the participants thought that information on outdoor advertisements were persuasive. 36.24% agreed, 6.11% completely agreed, 33.62% were neutral, 3.49% disagreed, and 20.52% completely disagreed.

Table 21. Frequency Table

8. Attractive outdoor advertising is an important factor that impacts consumer behavior				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	8	3.5	3.5	3.5
Completely disagree	25	10.9	10.9	14.4
Neutral	43	18.8	18.8	33.2
Agree	106	46.3	46.3	79.5
Completely agree	47	20.5	20.5	100.0
Total	229	100.0	100.0	

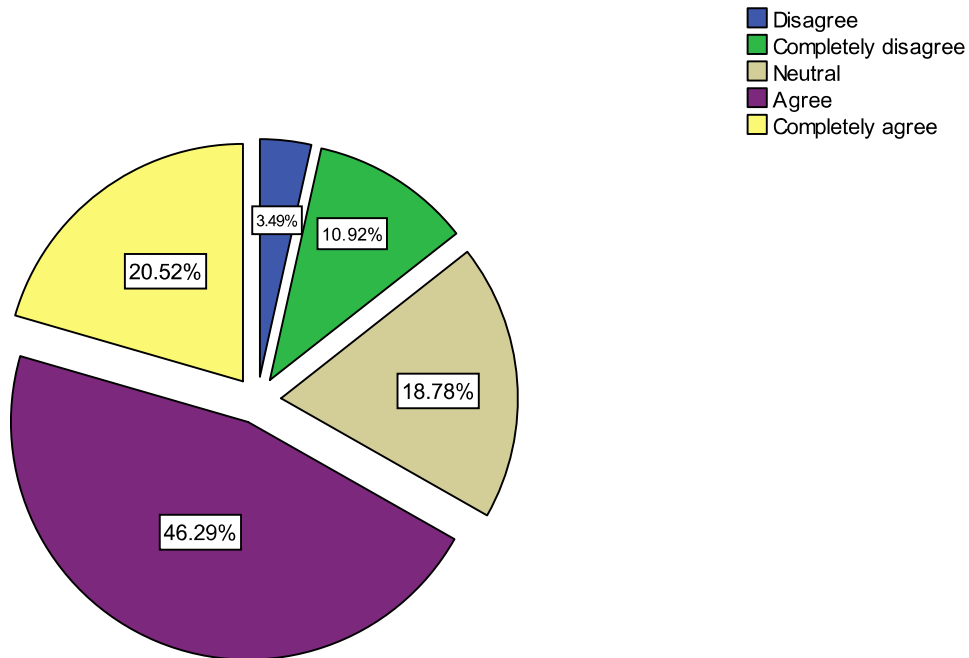


Figure 8. Attractive outdoor ads are an important factor that impacts consumer behavior

This figure shows that 46.29% of the respondents agreed that attractive outdoor advertising is an important factor that impacts consumer behavior, 20.52% completely agreed, 18.78% were neutral, 3.49% disagreed, and 10.92% completely disagreed.



9. Billboard location influences consumer decision making

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	12	5.2	5.2	5.2
Completely disagree	16	7.0	7.0	12.2
Neutral	51	22.3	22.3	34.5
Agree	90	39.3	39.3	73.8
Completely agree	60	26.2	26.2	100.0
Total	229	100.0	100.0	

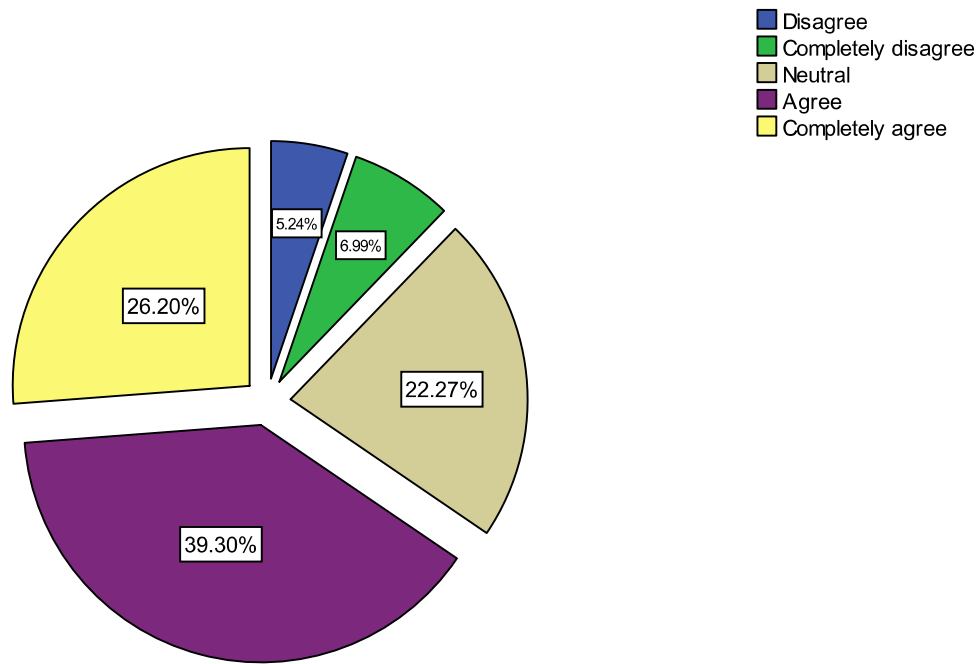


Figure 9. Billboard location influences consumer decision making

This figure shows the influence of billboard location on consumer decision making. 39.30% agreed, 26.20% completely agreed, 22.27% were neutral, 5.24% disagreed, and 6.99% completely disagreed.

Table 23. Prices on ads influence consumer decision making

## 10. Prices on ads influence consumer decision making

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	7	3.1	3.1	3.1
Completely disagree	20	8.7	8.7	11.8
Neutral	31	13.5	13.5	25.3
Agree	100	43.7	43.7	69.0
Completely agree	71	31.0	31.0	100.0
Total	229	100.0	100.0	

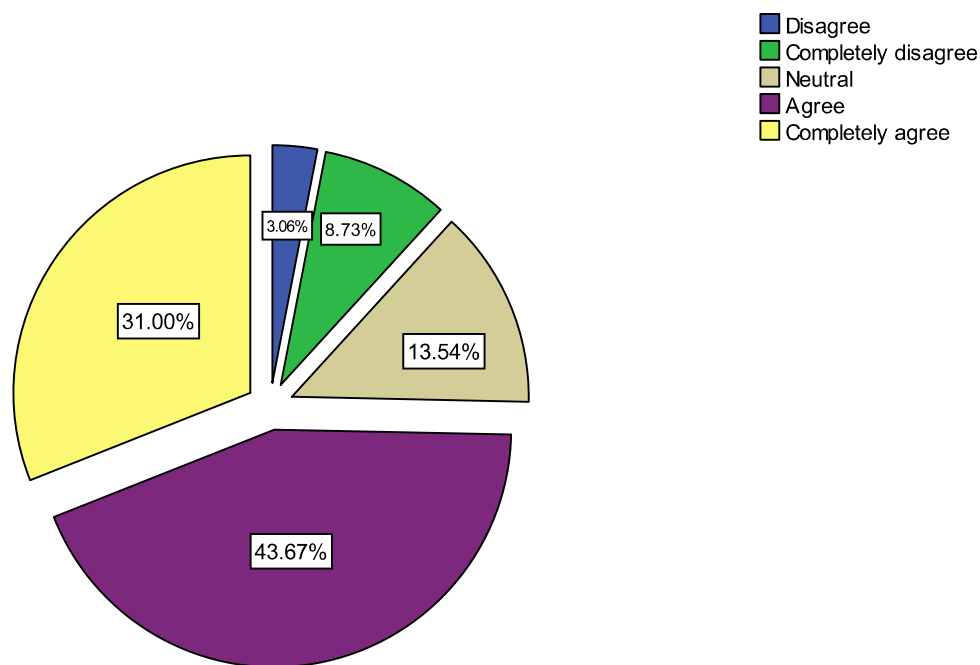


Figure 10. Prices on ads influence consumer decision making

This figure shows that 43.67% of the respondents agree that prices on advertisements influence consumer decision making. 31% completely agree, 13.54% were neutral, 3.06% disagreed, and 8.73% completely disagreed.

**11. Images, figures and people on outdoor advertisements impact consumer behavior:**

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	10	4.4	4.4	4.4
Completely disagree	29	12.7	12.7	17.0
Neutral	34	14.8	14.8	31.9
Agree	114	49.8	49.8	81.7
Completely agree	42	18.3	18.3	100.0
Total	229	100.0	100.0	

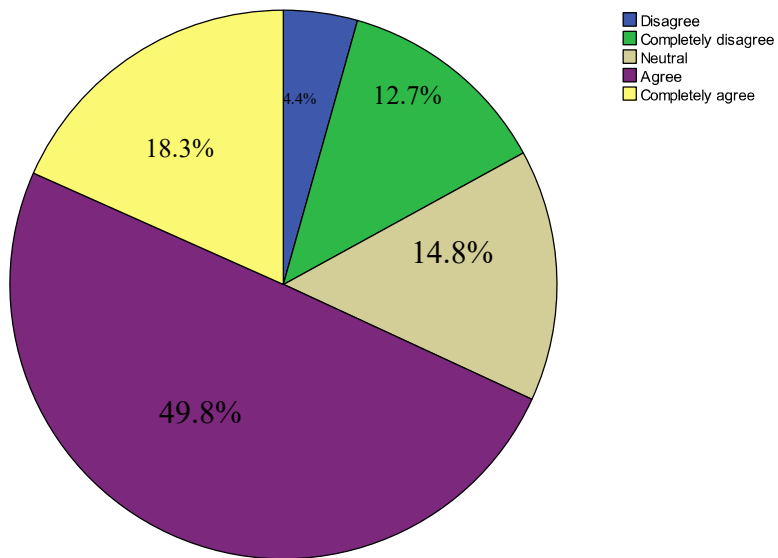


Figure 11. Images, figures and people on outdoor ads impact consumer behavior

This figure shows that 49.8% of the participants agree that images, figures and people on outdoor advertisements impact consumer behavior, 18.3% completely agreed, 14.8% were neutral, 4.4% disagreed, and 12.7% completely disagreed.

Table 25. Outdoor advertising has an impact on the price of the product

12. Outdoor advertising has an impact on the price of the product				
	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	7	3.1	3.1	3.1
Completely disagree	18	7.9	7.9	10.9
Neutral	43	18.8	18.8	29.7
Agree	104	45.4	45.4	75.1
Completely agree	57	24.9	24.9	100.0
Total	229	100.0	100.0	

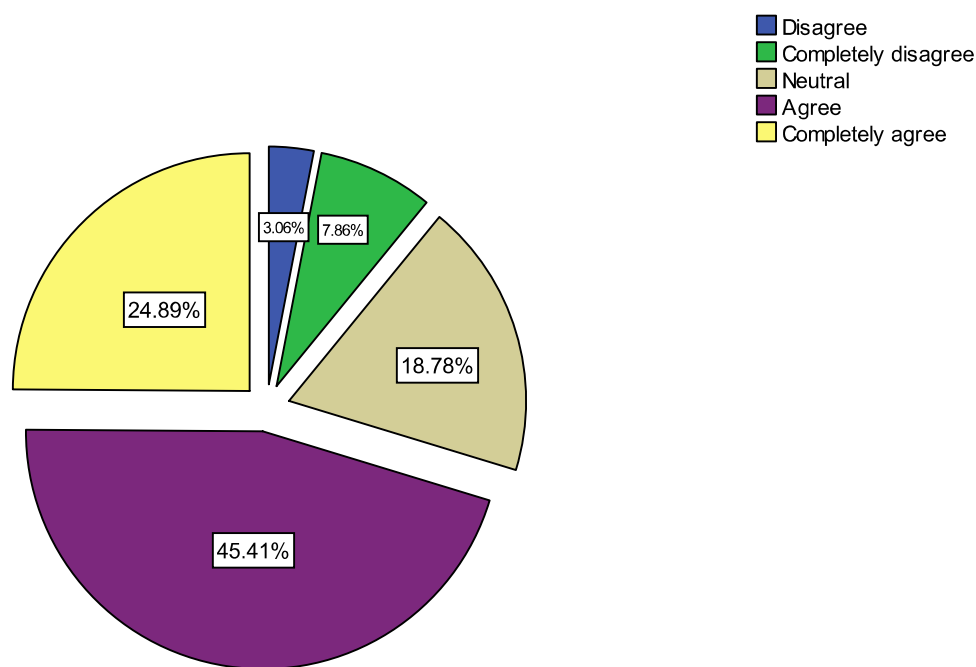


Figure 12. Outdoor advertising has an impact on the price of the product

This figure shows how much outdoor advertising has an impact on the price of the product. 45.41% agree, 24.89% completely agree, 18.78% were neutral, 3% disagreed and 7.9% completely disagreed.

**13. The more times an advertisement is viewed by a consumer, the more likely the consumer is to go  
and buy the product**

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	11	4.8	4.8	4.8
Completely disagree	41	17.9	17.9	22.7
Neutral	38	16.6	16.6	39.3
Agree	99	43.2	43.2	82.5
Completely agree	40	17.5	17.5	100.0
Total	229	100.0	100.0	

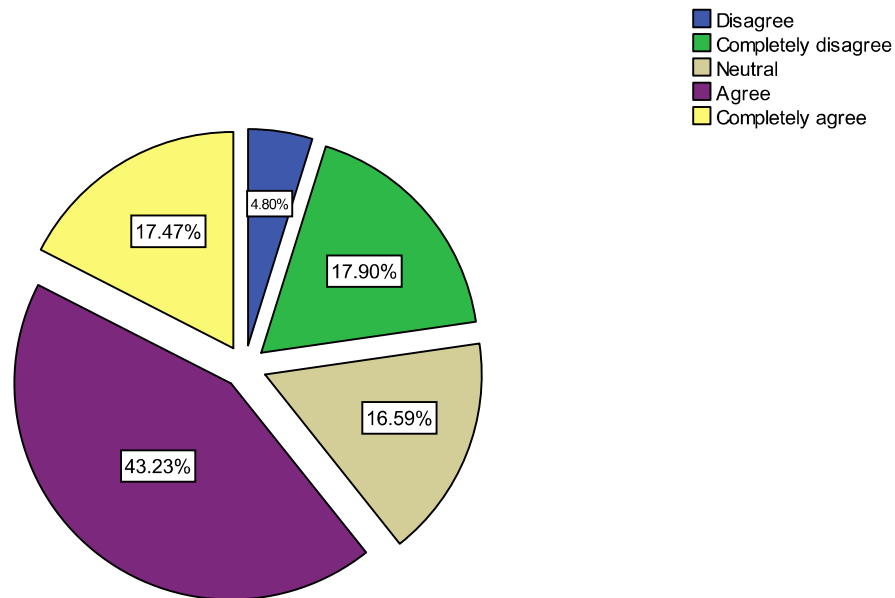


Figure 13. The more times an ad is viewed by a consume, the more likely the consumer will buy  
the product

This figure shows that 43.23% of the respondents agree with the above statement, 17.47% completely agree, 16.59% were neutral, 4.8% disagree, and 17.9% completely disagree.

Table 27. How often do you notice the advertising message on roadside billboards?

14. How often do you notice the advertising message on roadside billboards				
	Frequency	Percent	Valid Percent	Cumulative Percent
Never	13	5.7	5.7	5.7
Sometimes	87	38.0	38.0	43.7
Often	72	31.4	31.4	75.1
Very often	29	12.7	12.7	87.8
Always	28	12.2	12.2	100.0
Total	229	100.0	100.0	

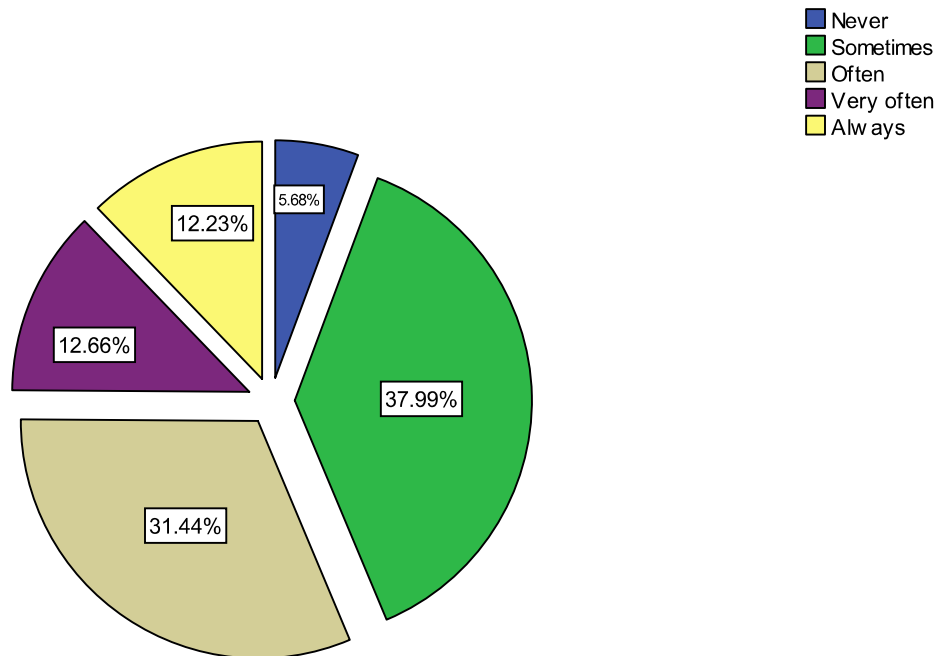


Figure 14. How often do you notice the advertising message on roadside billboards?

This figure shows how often the respondents noticed the advertising message on roadside billboards. 5.68% said never, 37.99% said sometimes, 31.44% often, 12.66% very often, and 12.23% always.

Table 28. How often do you make shopping decisions while driving based on what you see in outdoor advertising?

**15. How often do you make shopping decisions while driving based on what you see in outdoor advertising**

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	20	8.7	8.7	8.7
Sometimes	95	41.5	41.5	50.2
Often	72	31.4	31.4	81.7
Very often	21	9.2	9.2	90.8
Always	21	9.2	9.2	100.0
Total	229	100.0	100.0	

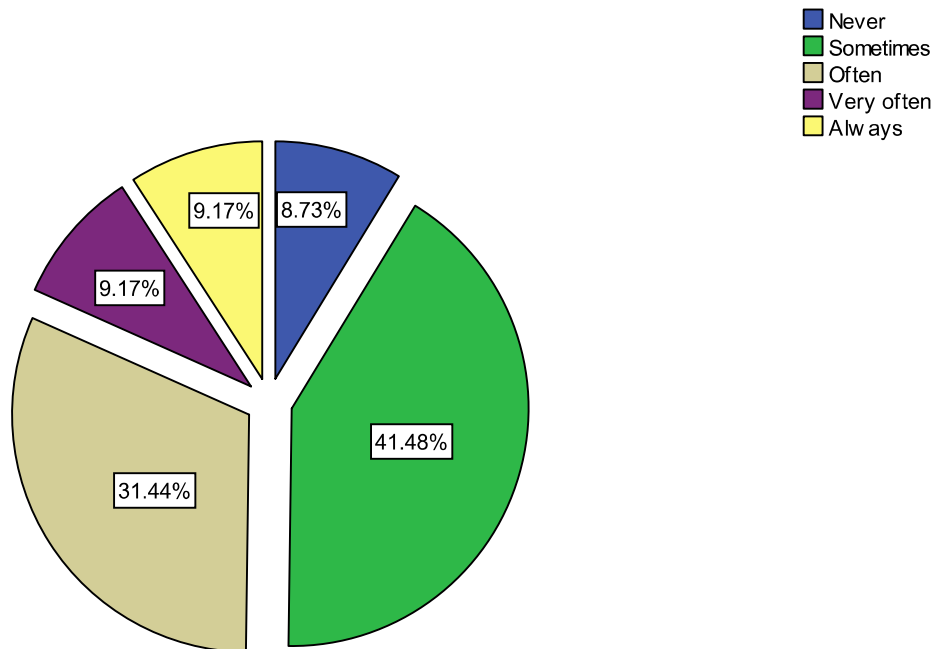


Figure 15. How often do you make shopping decisions while driving based on what you see on outdoor ads?

This figure shows how often the respondents made shopping decisions while driving based on what they saw on outdoor advertising. 8.73% said never, 41.48% said sometimes, 31.44% often, 9.17% very often, and 9.17% always.

Questions 16 – 19 were multiple selection, where the participants were asked to select multiple options that were true to them. Below you will find the graphs interpreting the results.

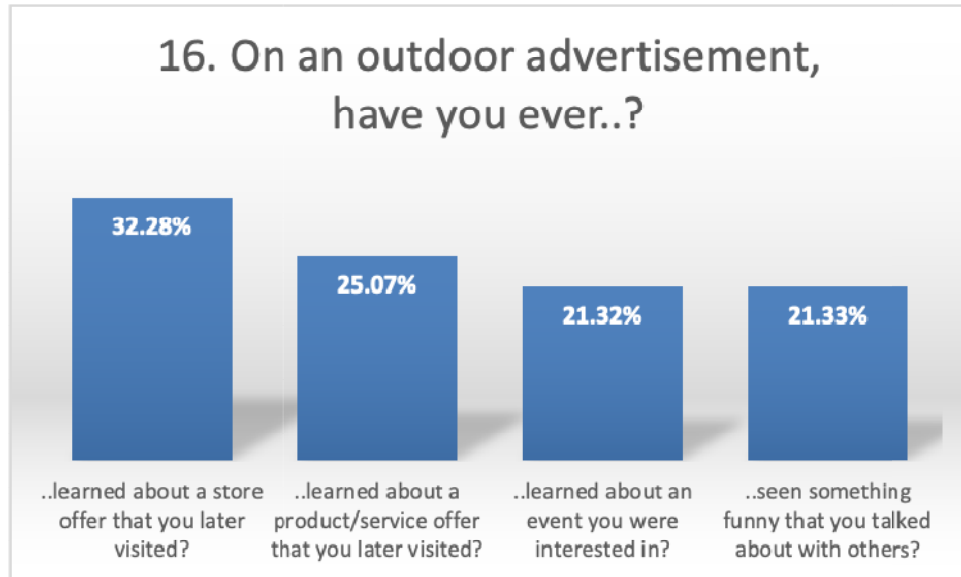


Figure 16. On an outdoor advertisement, have you ever..?

This graph shows what respondents learned while looking at an outdoor advertisement; 32.28% of the responses were that they learned about a store offer that they later visited, 25.07% of the responses were that they learned about a product/service offer that they later visited, 21.32% of the responses were that they learned about an event that they were interested in, and 21.33% saw something funny that they talked about with others.



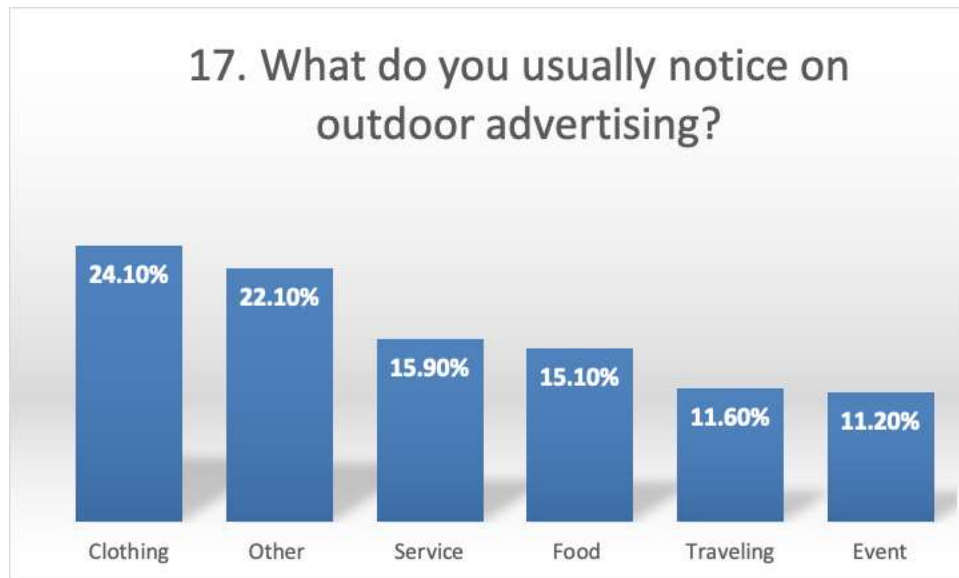


Figure 17. What do you usually notice on outdoor advertising?

This graph shows what the participants usually notice on outdoor advertising; 24.10% of the responses were clothing, 22.10% were other, 15.90% service, 15.10% food, 11.60% traveling, and 11.20% of the responses were events.

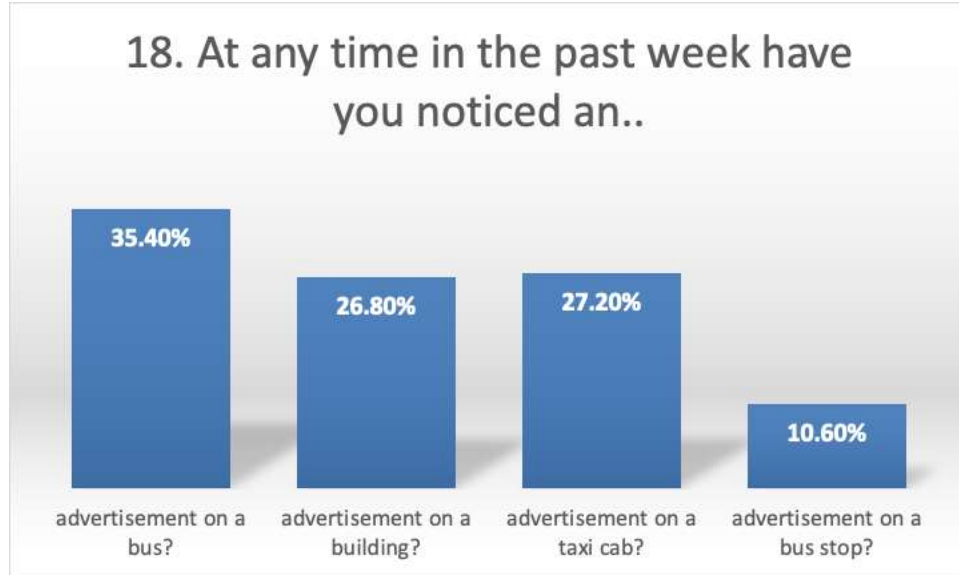


Figure 18. At any time in the past week have you noticed an..?

This graph shows where the participants noticed advertisements in the previous week of completing the survey; 35.40% of the responses were advertisement on a bus, 26.80% were advertisement on a building, 27.20% were on a taxi cab, and 10.60% of the responses were advertisement on a bus stop.

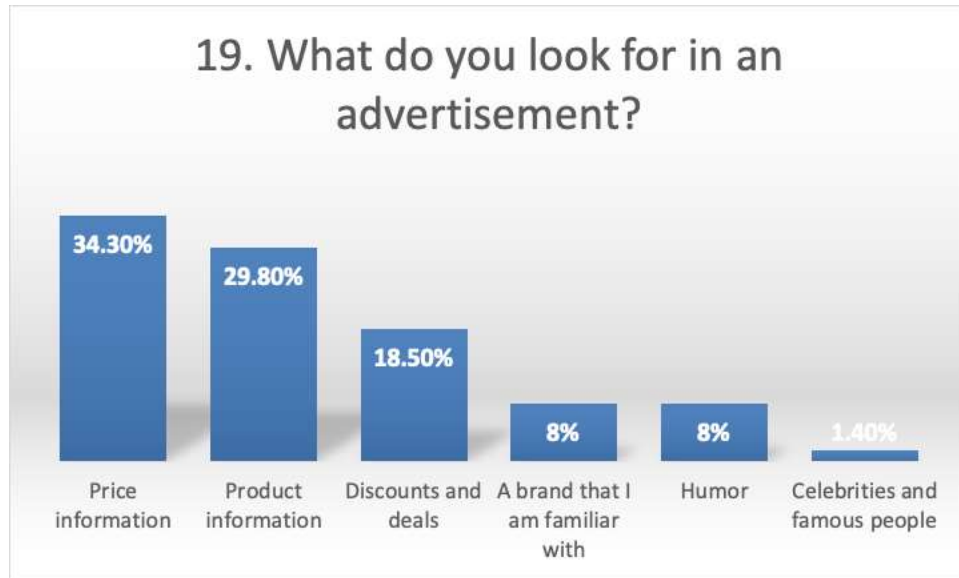


Figure 19. What do you look for in an advertisement?

This graph shows what the participants specifically looked for in an advertisement. Price information was 34.30%, product information was 29.80%, discounts and deals was 18.50%, a brand that they are familiar with is 8%, humor is 8%, and celebrities/famous people is 1.40%.

## CHAPTER 5

## 5. SUMMARY

**5.1 CONCLUSION**

Today's successful companies share a strong focus and heavy commitment to marketing. There is also, however, a further point to be considered. Since outdoor advertising has been the first form of advertising to be invented, we needed to know if there still is a future for outdoor advertisement in this heavily modernized world? Have companies forgotten about advertising outdoors? Evidently, technological advancements have greatly increased the growth in smart devices, with that in mind, outdoor advertisements can actually be more relevant and meaningful than it has ever been.

The purpose of this research was to determine the effects and dimensions of outdoor advertisements on consumers who are living in the Tetovo region, and to measure the effectiveness of outdoor advertisements in influencing the participant's purchasing behavior. We have successfully concluded that outdoor marketing re-in forces the availability of the brand and that it does actually reach markets that no other advertising medium can.

**5.2 HYPOTHESIS REPORT**

***HYPOTHESIS 1:*** "Outdoor advertisements create awareness of product existence, more especially on newly introduced goods – and increases sales." We can justify hypothesis 1 with the following statistics from the participants' answers:

When answering question 10, *prices on ads influence consumer decision making:*

43.67% of the respondents agreed that prices on advertisements influence consumer decision making and 31% completely agreed. Which is **74.67%** pro on the above statement compared to the 25.33% who did not agree.

When answering question 11, *images, figures and people on outdoor advertisements impact consumer behavior*: 49.8% of the participants agree that images, figures and people on outdoor advertisements impact consumer behavior and 18.3% completely agreed. Which is **68.1%** pro on the above statement compared to the 31.9% who did not agree.

When answering question 13, *the more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product* 43.23% of the respondents agree with the above statement and 17.47% completely agreed. Which makes up **60.7%** of respondents who believe that the more times an ad is viewed by a consumer, the more likely the consumer is to go and buy the product.

When answering question 14, *how often do you notice the advertising message on roadside billboards?* 37.99% said sometimes, 31.44% often, 12.66% very often, and 12.23% always. Which means that **94.32%** of the respondents noticed advertising messages on roadside billboards compared to the 5.68% that did not.

When answering question 15, *how often do you make shopping decisions while driving based on what you see in outdoor advertising?* 41.48% said sometimes, 31.44% often, 9.17% very often, and 9.17% always. Which make up **91.26%** of a positive result in comparison to the 8.75% who did not make shopping decisions while driving.

When answering question 19, *what do you look for in an advertisement?* Price information was 34.30%, product information was 29.80%, discounts and deals were 18.50%.

This shows that price information has the highest percentage, then product information, and discount/deals with 18.50%.

The data collected did support the hypothesis that outdoor advertisement does create awareness of product existence, which leads to sales of that product.

**HYPOTHESIS 2:** “Outdoor advertisements, such as billboards, are more likely to convey than other forms of advertisement.” We can justify hypothesis 2 with the following statistics from the participants’ answers:

When answering question 5, *advertisements influence me a lot during my buying decisions*: 48.91% agreed that advertisements influenced them during their buying decision, 17.03% completely agreed, 24.02% were neutral, 3.49% disagreed, and 6.55% completely disagreed. Which tells us that **65.94%** were pro the statement, meanwhile 24.02% remained neutral compared to the 10.04% who disagreed.

When answering question 7, *information on outdoor advertisements are persuasive*: 36.24% agreed, 6.11% completely agreed, 33.62% were neutral, 3.49% disagreed, and 20.52% completely disagreed. This shows that **42.35%** were pro the statement, compared to the 34.01% that were against.

When answering question 8, *attractive outdoor advertising is an important factor that impacts consumer behavior*: 46.29% of the respondents agreed that attractive outdoor advertising is an important factor that impacts consumer behavior, 20.52% completely agreed, 18.78% were neutral, 3.49% disagreed, and 10.92% completely disagreed. This shows that **66.81%** were pro the above statement, 18.78% remained neutral compared to the 14.41% that disagreed.

When answering question 13, *the more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product* 43.23% of the respondents agree with the above statement and 17.47% completely agreed. Which makes up **60.7%** of respondents who believe that the more times an ad is viewed by a consumer, the more likely the consumer is to go and buy the product.

When answering question 14, *how often do you notice the advertising message on roadside billboards?* 37.99% said sometimes, 31.44% often, 12.66% very often, and 12.23% always. Which means that **94.32%** of the respondents noticed advertising messages on roadside billboards compared to the 5.68% that did not.

***HYPOTHESIS 3:*** “Outdoor advertisements appeal more than other forms of advertising, and position good and services quicker in people’s mind than any other media.” We can justify hypothesis 3 with the following statistics from the participants’ answers:

When answering question 7, *information on outdoor advertisements are persuasive:* 36.24% agreed, 6.11% completely agreed, 33.62% were neutral, 3.49% disagreed, and 20.52% completely disagreed. This shows that **42.35%** were pro the statement, compared to the 34.01% that were against.

When answering question 8, *attractive outdoor advertising is an important factor that impacts consumer behavior:* 46.29% of the respondents agreed that attractive outdoor advertising is an important factor that impacts consumer behavior, 20.52% completely agreed, 18.78% were neutral, 3.49% disagreed, and 10.92% completely disagreed. This shows that **66.81%** were pro the above statement, 18.78% remained neutral compared to the 14.41% that disagreed.

When answering question 10, *prices on ads influence consumer decision making*: 43.67% of the respondents agreed that prices on advertisements influence consumer decision making and 31% completely agreed. Which is **74.67%** pro on the above statement compared to the 25.33% who did not agree.

When answering question 11, *images, figures and people on outdoor advertisements impact consumer behavior*: 49.8% of the participants agree that images, figures and people on outdoor advertisements impact consumer behavior and 18.3% completely agreed. Which is **68.1%** pro on the above statement compared to the 31.9% who did not agree.

When answering question 13, *the more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product* 43.23% of the respondents agree with the above statement and 17.47% completely agreed. Which makes up **60.7%** of respondents who believe that the more times an ad is viewed by a consumer, the more likely the consumer is to go and buy the product.

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When answering question 15, *how often do you make shopping decisions while driving based on what you see in outdoor advertising?* 41.48% said sometimes, 31.44% often, 9.17% very often, and 9.17% always. Which make up **91.26%** of a positive result in comparison to the 8.75% who did not make shopping decisions while driving.



*When answering question 18, at any time in the past week have you noticed an..*

35.40% of the responses were advertisement on a bus, 26.80% were advertisement on a building, 27.20% were on a taxi cab, and 10.60% of the responses were advertisement on a bus stop.

When answering question 19, *what do you look for in an advertisement?* Price information was 34.30%, product information was 29.80%, discounts and deals were 18.50%. This shows that price information has the highest percentage, then product information, and discount/deals with 18.50%.

***HYPOTHESIS 4:*** Outdoor advertisements have a significant impact on the purchasing decision of consumers.

When answering question 5, *advertisements influence me a lot during my buying decisions:* 48.91% agreed that advertisements influenced them during their buying decision, 17.03% completely agreed, 24.02% were neutral, 3.49% disagreed, and 6.55% completely disagreed. Which tells us that **65.94%** were pro the statement, meanwhile 24.02% remained neutral compared to the 10.04% who disagreed.

When answering question 8, *attractive outdoor advertising is an important factor that impacts consumer behavior:* 46.29% of the respondents agreed that attractive outdoor advertising is an important factor that impacts consumer behavior, 20.52% completely agreed, 18.78% were neutral, 3.49% disagreed, and 10.92% completely disagreed. This shows that **66.81%** were pro the above statement, 18.78% remained neutral compared to the 14.41% that disagreed.

When answering question 13, *the more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product* 43.23% of the respondents agree with

the above statement and 17.47% completely agreed. Which makes up **60.7%** of respondents who believe that the more times an ad is viewed by a consumer, the more likely the consumer is to go and buy the product.

*When answering question 15, how often do you make shopping decisions while driving based on what you see in outdoor advertising?* 41.48% said sometimes, 31.44% often, 9.17% very often, and 9.17% always. Which make up **91.26%** of a positive result in comparison to the 8.75% who did not make shopping decisions while driving.

**HYPOTHESIS 5:** Outdoor advertisements generally persuade the consumer to purchase the advertised goods or services.

When answering question 5, *advertisements influence me a lot during my buying decisions:* 48.91% agreed that advertisements influenced them during their buying decision, 17.03% completely agreed, 24.02% were neutral, 3.49% disagreed, and 6.55% completely disagreed. Which tells us that **65.94%** were pro the statement, meanwhile 24.02% remained neutral compared to the 10.04% who disagreed.

When answering question 7, *information on outdoor advertisements are persuasive:* 36.24% agreed, 6.11% completely agreed, 33.62% were neutral, 3.49% disagreed, and 20.52% completely disagreed. This shows that **42.35%** were pro the statement, compared to the 34.01% that were against.

When answering question 8, *attractive outdoor advertising is an important factor that impacts consumer behavior:* 46.29% of the respondents agreed that attractive outdoor advertising is an important factor that impacts consumer behavior, 20.52% completely agreed, 18.78% were neutral, 3.49% disagreed, and 10.92% completely disagreed. This shows that

**66.81%** were pro the above statement, 18.78% remained neutral compared to the 14.41% that disagreed.

When answering question 10, *prices on ads influence consumer decision making*: 43.67% of the respondents agreed that prices on advertisements influence consumer decision making and 31% completely agreed. Which is **74.67%** pro on the above statement compared to the 25.33% who did not agree.

When answering question 13, *the more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product* 43.23% of the respondents agree with the above statement and 17.47% completely agreed. Which makes up **60.7%** of respondents who believe that the more times an ad is viewed by a consumer, the more likely the consumer is to go and buy the product.

When answering question 15, *how often do you make shopping decisions while driving based on what you see in outdoor advertising?* 41.48% said sometimes, 31.44% often, 9.17% very often, and 9.17% always. Which make up **91.26%** of a positive result in comparison to the 8.75% who did not make shopping decisions while driving.

When answering question 19, *what do you look for in an advertisement?* Price information was 34.30%, product information was 29.80%, discounts and deals were 18.50%. This shows that price information has the highest percentage, then product information, and discount/deals with 18.50%.

It is finally concluded after applying correlation and regression techniques, that billboard location and catchy billboards have greater influence on customer buying behavior. This also indicates that outdoor advertising is likely to increase sales of products. It is usually considered that impact of outdoor advertisement on consumer buying behavior is normally depending on

message format and location (Taylor, Frank and Bang, 2006.) If the way of delivering the message is clear, understandable and the advertisement is properly located, then consumer buying behavior is influenced.

### **5.3 RECOMMENDATION FOR FUTURE RESEARCH**

The conclusions in this thesis were brought based on the analysis above however, there are always other ways for further improved research. A considerable number of field studies using true experimental or quasi-experimental designs are needed to provide similar hard evidence that outdoor advertising works and to learn the effects of outdoor advertising on purchase rates.

Research always unearths further questions. Constructing the same research in a new context, location and culture would provide limitless theories, evidence, and results. Especially if conducted in a larger city, where most of the population uses public transports, and more outdoor advertisement is implemented. The main downside of outdoor advertisement is the limited opportunity to target a specific audience. With that in mind, another idea for future research could be constructing the same research on outdoor advertisement, in correlation to how well it goes along with other advertising channels, such as online marketing.



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