BUS 498

Effectiveness of the Billboard Ads in Dhaka City

Prepared For:

Mr. M. Sayeed Alam
Assistant Professor
Department of Business Administration
East- West University

Prepared By:

Kayema Alam   2006-2-10-232

EAST WEST UNIVERSITY

Letter of Transmittal

19th August, 2010
Mr. M. Sayeed Alam
Assistant Professor
Department of Business Administration
East West University,
43 Mohakhali C/A Dhaka – 1212
Sub: Submission of Final Report.

Dear Sir

It is of great honor and delight to me to present you my project report . The entire duration of preparing this report has been immensely helpful to me, giving me an excellent opportunity to look outside the regular classroom and move to the real world. Developing interpersonal skills, taking formal interviews and of course handling each detail with a professional attitude were just to name a few. Truly this will help me in my future life, solving more complex situations and problems and also building a Business structure those who I have a dream to be a Business Executives. Before I start the report, it would be of great pleasure to me to **Mr. M. Sayeed Alam** for his co-operation in helping me to achieve my purpose. I would once again like to express my sense of gratitude towards you for giving me this opportunity, and sincerely hope that my report would give me immense satisfaction. I shall always be available to respond to any queries that you may have in this regard.
Thank you,
Sincerely yours,
Kayema Alam, ID: 2006-2-10-232 _____

Acknowledgements

I am very pleased to accomplish the assign task given by my revered project instructor

Mr. M. Sayeed Alam on the subject "Effectiveness of the Billboard Ads in Dhaka City". I am very much obliged to those persons who gave their valuable time in the questionnaire part, opinion and advice to complete this report. At first, my profound gratification goes to Mr. M. Sayeed Alam, the honorable project instructor of Marketing Research for his apt supervision to complete the report successfully. By providing me the opportunity of preparing this report, he has made me able to relate the academic knowledge of Marketing Research with practical scenario. Not only this, he has also contributed much in this project by giving us proper guideline. Then, we would like to thank for his participation with us through an interview session and sharing the required information about different perspective to complete the project. I am also acknowledging to all of those web sites from which I have taken necessary helps. My gratitude also goes to some senior students for their guidance in various stages of completing the report and my dear friends and classmates for their ingenious advices and supports. I have collected information from the various respondents. I am also very much grateful to them for their valuable time and information for conducting the report. Finally, I am pleased to complete the report on the given subject properly and authentically.

Table of Contents

1. Introduction:

The research I have undertaken is to measure the effectiveness of the billboard advertisement of FMCG in Dhaka city. By conducting this research I am going to identify if the billboard advertisement are performing effectively according to the intention of placing advertisement in billboard. Billboards are usually uses as a promotional vehicle for reminder advertisement. In this research I am going to access the influence of the billboard advertisement on consumer while they are making their acquisition decisions on particular FMCG goods. To attain my objective I will match the preferences of the consumer groups regarding billboard advertisements with respect to the memorability of the consumers about the billboard advertisements. In this portion of the research I am going to conduct a back ground study to sort out the managerial problems regarding the billboard advertisements.

1.1 Objective of the study:

- Analyzing the industry:
  - In this portion I am going to discuss about the promotional or advertisement industry specially the billboard industry in Bangladesh.
- Performing a SWOT analysis on the billboard industry.
- Identifying the marketing management and advertisement management problem in the billboard industry of Bangladesh.
- Measuring the effectiveness of the billboard advertisements.
  - Conducting the survey on the consumer to measure the effectiveness of the billboard advertisements.
  - Testing the hypothesis.
  - Provide a conclusion about the hypothesis.

1.2 Methodology of the study:

It is important to mention that there is no previous study exists in Bangladesh on billboard advertisement. Due to unavailability of the previous study, most of the background analysis of this study is based on primary data. In this portion I have taken several interviews with the different executive with the advertisement companies, marketing professional, and executive of the business organizations who are related with the billboard advertisements.

2.0 Background study: The situational analysis of the research study:

2.1 Synopsis

Today's world is dynamic, here understanding people and how to reach them is very much important for the marketers as the best way to connect with them on any given day can change rapidly.

Advertisement plays a major part in communicating people it is defined as any paid form of non- personal communication about an organization, product, service, or idea by an identified sponsor. The non-personal components means advertising involves mass media (television, radio, magazines, newspaper, and billboard) that can transmit a message to large groups of individuals, often at the same time.

Billboards are becoming more and more popular today. Perhaps it is because they reach more people for cheaper prices than any other type of media. On the other hand, perhaps it is because people are spending much more time in their vehicles now than ever before. However, in our country marketers are not that much concern about billboard where it can attract people with the product.

2.2 Theoretical basis:

Billboard advertisement has been using as one of the key promotional vehicles for the organizations in Bangladesh. And especially in Dhaka city the frequency of billboard

advertisement is a higher then any place in Bangladesh. But it is an interesting thing that previously no research has been undertaken to prove or measure the effectiveness of the billboard advertisement in Dhaka city.

From the observation I have found that the companies not only have increased the number of the billboard advertisement in Dhaka city, but also they are introducing the most advanced and digital technology of the billboard advertisement.

Billboards are becoming more and more popular today. Perhaps it's because they reach more people for cheaper prices than any other type of media. Or it's because people are spending much more time in their vehicles now than ever before.

But eventually there is no such research evidence that proves that the using of billboard advertisement is beneficial enough for the organizations' promotion.

There are several kinds of billboard advertisement are using currently. Some of them are as follows:

1. Painted billboards (the most common one)

2. Posters

3. Tri-vision billboards.

4. Rotating billboard.

5. Neon sign billboard.

6. Electronic billboard. (The most advance technology).

From a short exploratory research done by taking some interview over telephone, I have found out some major problems in billboard advertisement sector. For those problems the billboard ads are not effective for FMCG manufacturer in improving the sales volume or product/ brand awareness.

3.0 The Marketing Management Problem: (Problem Definition and Research Contribution):

3.1 Problem definition:

In this proposed research I am going to measure the effectiveness of the billboard advertisement as a promotional vehicle. From the back ground analysis I have found that the **"The billboard companies of Bangladesh fail to choose the key features for developing an effective billboard advertisement. As a result the billboard advertisements fail to create awareness and penetration in the consumer mind."**

In this definition I defined the following issues as key feature of the billboard:

1. Location of the billboard.
2. Background of the artist.
3. Design of the billboard.
4. Memorability of the Billboard advertisement.
5. Technology used in the billboard.

Again by awareness of the final consumer I signify the influence of the billboard advertisement on consumers buying decisions.

3.2 Environmental context of the problem:

The research I have undertaken is one of the primary researches on billboard advertisement. Because of not having any sort of secondary data support this proposed research will be based on primary data collection. I have planed to conduct a survey with questioners among

the consumers to identify the level of influence they have for the promotional campaign of the companies through billboard advertisement.

● *Objective of the billboard advertisement:*

Billboard advertisements are basically used as a promotional tool for reminder advertisement, which can penetrate the market as well as explore the new market segments. In this study I am going to measure the effectiveness of billboard advertisement towards attaining its objectives. By conducting this primary research I am exploring the market opportunity of penetrating and positioning of a product or service through billboard advertisements.

● *Economic environment:*

The economical segmentation of the consumer of Bangladesh is dominating by the lower income group people. Therefore, expensive electronic promotional vehicle (i,e; TV ads) are not in a good touch with the mass community. From this economical point of view billboard advertisements are one of the efficient choices for the marketers. It is one of the major objectives of my research that I am going to measure that being one of the cost effective promotional how far it is effective in case of perusing the consumers buying behavior.

● *Buyers behavior or characteristics of the buyer:*

In Bangladesh especially in Dhaka city most of the buyers are looking for as much as luxury they can effort. For being the capital city of the country the intensity of the higher income level group people are higher in this place then other parts of the country. This is basic reason for which alike the other promotional vehicles billboards are also in a large number here.

● *Marketing and technical skills:*

Marketing and technical skills in presenting billboard advertisement especially in Dhaka city have been changed radically in last few years. Previously we have only posters and painted billboard advertisement. But now a days modern billboard presentation are continuously

introducing in the market. Among them tri-vision advertisement, rotating billboard advertisement, and last but not the least electronic audio visual advertisement is important. This sort of advertisement presentation is higher in terms of cost. In this proposed research I am going to find out if these high cost investment are really effective to attain the objective of the billboard advertisement.

3.3 Contribution of the research: (The importance of the research)

- Effective billboard advertisement can create awareness and penetration in the FMCG consumers' mind.

- Most of the manufacturer of FMCG is not aware of the importance of billboard advertisement whereas among all outdoor advertisement billboard is most effective.

- Now a day TV Advertisements are more like entertainment, but Billboards act as reminder the effective maintenance of Billboard.

- Although the location and ad design of billboard is important to introduce the product and attract people, but the agencies are not capable to decide effectively.

4.0 Objective of the research:

4.1 Broad Objective:

Broad objective shows the way to reach in my goal. This declaration tells me about my path and what I have to do. Through broad objective I come to know what type of work I have to do. So in research work broad objective plays an essential role.

The Broad objective of the research will be to -

"Measure the effectiveness of Billboard sector in promoting FMCG consumer in Dhaka city."

4.2 Specific Objectives:

After assign the broad objective I am now going to focus on specific objective of my problem statement. Because specific objectives will make my research part precise and clear.

The specific objectives of the research are to find out -

1. To determine the impact of Location on consumers mind

2. Whether the agencies are following the right promotional strategy in billboard advertisement.

3. Whether billboards are effective to establish relationship with the target consumer and manufacturer through its design feature. That is if the billboard advertisement is creating any brand loyalty.

4. Whether the billboards can create awareness of FMCG consumer mind

5. Whether the billboard advertisement can penetrate the market of FMCG

6. To determine effective form of billboard advertisement.

4.3 Research Question:

1. Whether the companies are hiring the right Advertisement agency?

2. Whether the ad agencies are choosing the right location?

3. Whether the agencies are following the right promotional strategy?

4. Whether the agencies are capable to build the relationship with the target customers and the manufacturer through designing ads in Billboard?

6. Whether the manufacturers are capable to maintain the relationship with the target customers through billboard?

7. Why Bangladeshi companies are copying the advertisement of Indian companies. (Lever Brothers (BD) Vs, Hindustan Lever Brothers)?

5.0 Secondary data retrieval:

There is no previous study has been made on billboard advertisements and its effectiveness. Therefore, to clarify the marketing management problem in billboard advertisement industry I have conduct a small scale exploratory research by using in-depth interview methodology.

5.1 Exploratory research:

To identify the problem in the billboard advertisement in Dhaka city, I have taken an in-depth interview. A crystal clear picture of the scenario of billboard advertisement has been reflected from interview. According to the interview the effectiveness of the billboard advertisement is relay on two key issues. Firstly the position or the location of the billboard and secondly the form of the billboard is been used.

As an example the effectiveness of the electronic billboard in the entrance gate of 'Eastern Plaza Market'. It is obvious that a very few consumers waits at the entrance gate to see what is playing on the board. Therefore, the expected objective of the presented billboard has become unsuccessful. In several cases some companies copy the Indian ads without considering its acceptability to the mass population. Billboard ads are the reminder ads for the actual one (TV ads and other promotional vehicles) and Indian ads which comes through the satellite channels are not access able for the mass population. So that the complete replication of the actual ads in billboards are not proved as effective so far.

Location selection and keeping that constant is very important. But some times laws and regulations come between the billboard and the location. The conflict of different regulation, a location problem of the billboard advertisement due to the change of the regulations. According to the collecting information, I found an incident that an event of Dhanmondi,

road no 27 where five (5) large billboards were placed with the permission of the regulatory authority. But in a fine morning City Corporation started to run bulldozer over those billboards. The organizations that have placed their ads got the injunction order to stop that but with in that time the damage have been done.

Again as I have conducted several telephone interviews with some of the marketing and advertisement personnel of different organization. Among them Grammen Phone, Sony electronics, BATB and Dhaka bank was important. As I have asked that why I used to find several billboard ads in a small single place which may create visual destruction, then they have mentioned us that in Bangladesh there is no significance proficiency or management to conduct the billboard advertisement.

5.2 Findings from the exploratory research:

- ❏ **The billboard companies fail to choose the key feature for developing billboard advertisements.** Billboard advertisements must be presented in such form so that people concentrate on the ad. Billboards must have visibility, memorability, attractive model/artist, design (color, meaning), and technology, which is placed in right place.

- ❏ **The companies fail to choose the right place for putting up the billboards.** The effectiveness of billboard advertisement is mainly depends on how many people notice it and read it. For that reason it must be placed at the roads where most number of people passed through and lots of time people tied up in the traffic jam.

- ❏ **The agencies are not following the right promotional strategy for billboard advertisement.** By interviewing several marketing personnel of different organization we found that the ad agencies of our country don't use the right promotional strategy. Like they copy ads, use foreign models, use less attractive color.

❏ **In our country less technology is used in billboard advertisement.** In our country we don't have so use of technology in billboard advertisement like other countries of the world.

6.0 Research design:

The research I have undertaken is an expletory research. In this research I am going to find what problems that have lied with the billboard advertisement. This research study has been designed to collect qualitative data which will convert them to the quantitive data by using appropriate coding. Data will be collected by using questionnaires which will included open ended, multiple choice and ranking questions. Due to not having any sort of secondary data source all the data will be collected by taking direct personal interview. For this purpose I am going to conduct my survey on the final consumers. The details of the research design are explained as follows:

- Types of the data: qualitative, which will be coded and convert to the quantitative data.
- Method of the administering: Direct personal interview to the final consumers.
- Scaling techniques: multiple scaling techniques will be applied.
  - For close ended questions we are going to use nominal scale.
  - For ranking questions we are going to use ordinal scales.

- **Scope of Research:**
  We are focusing on the importance of billboard advertisement in promoting FMCG consumers in Dhaka.

Geographical scope:

The scope of the research is billboard sector of Dhaka city. To make my survey more extended I am dividing the total Dhaka city according to income group.

Technical Scope:

- I am considering the adult (age 18+) respondents and the university students not the kids of household. As different age group have different psychological concept.

- In this research my population is the inhabitants of Dhaka city, basically who make the purchase decisions.

For that reason I am considering the earner people of the city as my population

The wage earner people of the group have divided in to three (3) classes.

1. Upper income group
2. Upper middle income group
3. Middle income group

● **Sampling plan:**

- **Judgment samples:**

Judgment sample is applied to any situation in which the researcher is attempting to draw a representative sample based on judgmental selection criteria.

To execute my survey I am considering the middle income group consumer of the FMCG. The population for this research is the entire consumer group who makes the purchase decisions.

I have planed to conduct a door-to-door survey. I am going to chose the location as per the own judgment and convenience. But from those locations I am going to choose the sample randomly

For that reason I am considering the earner people of the city as my population. The total size of the population is 267 (app.).

In Dhaka I have covered for survey 20 areas. For my convenience of data entry I have coded accordingly. The lists of the area codes are given below.

Area code	Name of area
01	Mohakhali
02	Banani
03	Eskatan
04	Paltan
05	Modhobadda
06	Uttara
07	Mogbazar
08	Indira road
09	Tejgaon
10	Monipuri para
12	Mirpur
13	Dhanmondi
14	Lalmatia
15	Mohammadpur
16	Agargaon

17	**Elephant road**
18	**Agargaon**
19	**Kallayanpur**
20	**Pallabi**

● **Research Team:**

The research includes the following person:

○ Kayema Alam, ID: 2006-2-10-232, BBA, East West University

6.1 Field work and Data collection:

For the proposed research I am going to collect my required data by conducting a survey. In this case I have planned to use direct interview of the consumers by using questionnaires. All the responses that are going to be taken will be coded for further analysis.

● **Population of interest :**

As my hypothesis test is focusing on the basis of market penetration and as well as the awareness of FMCG which has been resulted from the effective billboard presentation.

Therefore I am considering the sales of FMCG, which has been generated because of the billboard advertisement.

In this research my population is the inhabitants of Dhaka city, basically who make the purchase decisions.

● **Sampling Frame:**

List of household of Dhaka city will be my sampling frame. But I don't have such list of household.

- **Sampling Element:**

It consists of household of Dhaka city.

- **Sampling unit**:

Sampling unit consists of the respondents. I am considering the earner people of the city as my population.

The wage earner people of the group have divided in to three (3) classes.

1. Upper income group

2. Upper middle-income group

3. Middle income group

6.2 Justification data collection methodology:

Primary research selection:

There are three (3) types of research method we follow; they are as follows:

- Survey
- Observation
- Experiment

My research method is **Survey method**. That means research in which an interviewer interacts with respondents (except in mail surveys) to obtain facts opinion and attitudes.

But why not observation and Experiment

Observation: as all the research questions have to ask directly to the source of the information, we can not get any information from observation.

Experiment: in this research the area is limited. One has to work in a small area for experimental research. But ours one is to cover the whole Dhaka city.

7.0 Hypothesis Building:

From the above background and situational analysis I have constructed the following hypothesis. This hypothesizes will be tested in my later parts of the research by using data which will be collected directly from the field.

Hypothesis A

"The billboard advertisements fail to create awareness and penetration in the consumer mind."

Hypothesis B

"The billboard companies of Bangladesh fail to choose the key features for developing an effective billboard advertisement".

8.0 Questioner manual:

8.1 Quantitative Approach:

The research has been conducted by collecting responses from the respondents using personal interview method. All the data besides the responses of a particular question that I have collected for this research are nominal.

To conduct the survey I have used door-to-door survey. Due to the style of questioner and design of the research I have gone for the judgmental sampling. To ensure the effective outcomes from the research I have taken those respondents who are at least school graduate.

As most of the data that I have collected are in nominal data format, therefore, I have use descriptive analysis for retrieval of outcome from the survey results

8.2 Description of the questioner: Objectives:

In this portion I am giving the analysis of the questioner. The entire questions and its feature to attain the research objectives are given below:

Question no.: 1&2

Have you gone outside of home within last few days?

Which of the following type of billboards did you notice?

Objective of the question:

Both of these questions are screening question to analyze that the responses provided by the respondents are relevant for the research.

Question no.: 3

While buying any product, have any billboard ads inspired you?

Objective of the question:

To measure the credibility of the billboard advertisement to penetrate the market of the FMCG goods

Question no.: 4

Do you think that the billboards are hampering the vision of the roads?

Objective of the question:

To measure that if the location of the billboard advertisements are placed in the right location. As location is one of the most important feature for the billboards therefore, from the responses of this question I am going to measure that whether the billboard advertisements are able to attain its objectives or not.

Question no.: 5

Please name five billboard advertisements, which you like most.

Objective of the question:

This query has been made to measure that if the billboard advertisements have effectiveness to create the customer awareness about the product or services which has been promoted through the billboard ads. On the other hand this query will clarify that if billboard advertisements are necessarily worked as a reminder advertisement.

Question no.: 6

Please specify the features why you like the above billboard ads.

Objective of the question:

To determine the features of the billboards those are liked by the consumers. This information will figure out that if billboard advertisements work as reminder ads for its features.

Question no.: 7

Likart scale questions

Question no.: 7.1

The most suitable location of billboards is roads which are high traffic zone.

Objective of the question:

All the billboard ads in Dhaka city usually placed in high traffic zone. From this question I am going to assure that whether this concept of the location is correct or not.

Question no.: 7.2

Too many billboards in one place has less visibility

Objective of the question:

From the observation and by interviewing some media executives of different marketing organization we have found that most of the organizations tend to place their billboard in same locations which are suitable. Therefore we got a number of billboards in one position or

site. To examine the accuracy of this practice the statement have been placed to the respondents

Question no.: 7.3

Billboard advertisement is very much important to attract a good number of people at a time.

Objective of the question:

This query will let us the opportunity to measure that if the billboard advertisement are capable to create penetration in the FMCG consumers' mind.

Question no.: 7.4

Electronic billboard has more visibility than others

Objective of the question:

To measure that the technology which are using in billboard advertisements are adequately effective to establish a define rapport with the consumers

Question no.: 7.5

Tri-vision signs get more attention than any other type of sign.

Objective of the question:

As tri-vision is the most popular form of billboard now-a-days therefore this query will provide that the choice of technology of organizations in billboard Ads are effective or not .At the same time this responses will prove that if our Ad agencies are using effective form of advertisements.

Question no.: 7.6

Moving signs like tri-vision are the most effective type of advertising for increasing product sales or consumer awareness

Objective of the question:

To measure that the responses of question no 7.6 is unbiased. And at the same time it will identify the impact of technology as a effective variable in consumers mind for creating awareness.

Question no.: 7.7

Companies should use local artists in billboard advertisements

Objective of the question:

To measure that the promotional mix that are using in the billboard advertisements are adequately efficient to create the awareness about the product or services that are chosen for promotion.

Question no.: 7.8

Foreign artists are more attractive than local artists

Objective of the question:

Billboard advertisements are made as reminder ads therefore as in our different media I am having a number Ads which have Indian artists. Therefore, from this response I am going to judge whether the respondents are adequately getting the right message from the promotion or not.

Question no.: 7.9

Using Indian/ foreign artists in billboard is preferable

Objective of the question:

This query has been set up to ensure that whether question no 7.8 is unbiased or not.

Question no.: 7.10

Companies should not copy the Indian ads in billboards.

Objective of the question:

To measure the effectiveness of promotional mix that are using in the billboard advertisements

Question no.: 7.11

Large sized billboards are more attractive.

Objective of the question:

To measure if the billboard ad makers are using right form of billboard that are able catch the eyes of the billboards.

Question no.: 7.12

The more color is used in billboards, the more attractive it is.

Objective of the question:

To measure if the billboard ad makers are using right form of billboard that are able catch the eyes of the billboards.

Question no.: 7.13

Billboard ads have more memorability than TV ads.

Objective of the question:

To measure that if the billboard advertisements are able to create or established a well defined rapport between the consumer and the marketers by working as a reminder promotional vehicle.

Question no.: 7.14

Now a days TV ads become more of entertainment, but billboard act as reminder.

Objective of the question:

To measure the effectiveness of the billboard in creating penetration

Question no.: 7.15

Billboard ads reach more people for cheaper prices than any other type of media

Objective of the question:

This query will ensure whether the billboard advertisements have the efficiency to provide the necessary promotional information that the marketers want to deliver

Question 8

[From 8.1to 8.5]

To measure the relationship of effectiveness of billboard with respect to some given criteria please distribute **100** marks among the criteria according to the importance-

Objective of the question:

This query has been made to identify the effectiveness variables that are consider by the consumers. This data will help to draw a regression line between the memorability of the consumers and the variables that have choose to rank.

Question no.: 9.1

What is your sex?

Objective of the question:

This query has been made for statistical purposes of classification.

Question no.: 9.2

How do you define your education level?

Objective of the question:

This query has been made for statistical purposes of classification. *Question no.: 9.3*

What is your annual expense for your necessary FMCG goods?

Objective of the question:

This query has been made for statistical purposes of classification.

Question no.: 9.4

What is your present profession?

Objective of the question:

This query has been made for statistical purposes of classification.

9. Data Collection:

Judgment sample is applied to any situation in which the researcher is attempting to draw a representative sample based on judgmental selection criteria.

As the hypothesis test is focusing on the basis of market penetration and as well as the awareness of the product which has been resulted from the billboard presentation. Therefore I am considering the response of FMCG consumers of Dhaka City, which has been generated because of the billboard advertisement.

To execute the tests in most adequate manner I am focusing on the consumers (above 18 years old) of the FMCG goods.

In this research population is the inhabitants of Dhaka city, basically who make the purchase decisions.

For that reason I am considering the earner people of the city as our population. The total size of the population is 267.

The wage earner people of the group have divided in to three (3) classes.

1. Upper class

2. Upper Middle class

3. Middle class

For my research topic I have to conduct non-probabilistic sample type and for this I divide the whole Dhaka city into some area (here we assume the division) according to the intensity income group -

Classes	Area of Dhaka City
Upper class	Banani model town, residential area of Gulshan & Baridhara, Dhaka old town near to motijheel commercial area,
Upper Middle class	Residential area of Mid Dhanmondi zone, north dhanmondi zone including university area, west dhanmondi zone, Malibagh, baily road, Uttara, pallabi, new elephant road, shidheshari,
Middle	Mirpur, shawrapara, mohammadpur, nawabgonj, ajimpur, old Dhaka (river side), portion of mohakhali,

Survey Methodology:

As I have taken judgmental sampling procedure for constructing the sample therefore I have conduct personal interview method for my survey. For this procedure I have gone door-to-door of the respondents and collect data.

Sample size:

Consumers are the source of information and it is very important to determine a specific number of respondents size to be interviewed.

10.0 Data Analysis:

All the collected data have been analyzed by using statistical methods that I have learned through my course work. In the following portion I am going to analyze all the collected responses by taking one question at a time.

Special Note: question 1 and Question 2 are not included in analysis as they have mentioned as screening question previously.

The broad hypothesis of this research is

Hypothesis A

"The billboard advertisements fail to create awareness and penetration in the consumer mind."

H_0 : The billboard advertisements fail to create awareness and penetration in the consumer mind.

H_1 : The billboard advertisements are successful to create awareness and penetration in the consumer mind.

Hypothesis B

"The billboard companies of Bangladesh fail to choose the key features for developing an effective billboard advertisement".

H_0 : The billboard companies of Bangladesh fail to choose the key features for developing an effective billboard advertisement

H_1 : The billboard companies of Bangladesh are successful to choose the key features for developing an effective billboard advertisement

10.1 Analysis of the collected data

Question 3:

Stated query: While buying any product, have any billboard ads inspired you?

Statistical analysis:

H_0 : The billboard advertisements fail to create awareness and penetration in the consumer mind.

H_1 : The billboard advertisements are successful to create awareness and penetration in the

consumer mind.

Variables	Standardized Regression Coefficient (b)	t value	P
While buying any product, have any billboard ads inspired you	-15.253	268	.000

From the above output table I have found P-value (0); this mean the hypothesis is rejected at 95% confidence interval against a two sided alternative hypothesis.

Decision:

In most of the cases in population with 95% accuracy purchase decisions are not depends or influence by the billboard advertisements .but from the descriptive statistics I have found that 50% of the sample argued that they are inspired by the billboard advertisements while making their purchases decisions.

Question 4:

Stated Query: Do you think that the billboards are hampering the vision of the roads?

Statistical analysis:

H_0: The Billboard companies are not effective in choosing the location features of the billboard for make them attractive to the consumers.

H_1 : The Billboard companies are effective in choosing the features of the billboard for make

Variables	Standardized Regression Coefficient (b)	t value	P
Do you think that the billboards are hampering the vision of the roads?	-25.388	268	.000

From the above output table I can conclude that H_0 is rejected at 95% confidence interval level. That is billboard advertisements are not creating hamper in vision.

Decision:

From the above discussion I can conclude that Billboard advertisements are not creating any vision hindrance in the road.

Question 5:

Stated query: Please name five billboard advertisements,

Statistical analysis:

From the analysis I have found that most of the respondents were able answer all the options of this query; this means they could remember all the billboard advertisements

H_0 : Billboard ads are not having the feature of memorability

H_1: Billboard ads are not having the feature of memorability.

Variables	Standardized Regression Coefficient (b)	t value	P
Please name five billboard advertisements, which you likes most(only the counted figure)	51.053	268	.000

From the above findings I can conclude that H_0 is rejected at 95% confidence level that is most of the billboard advertisement can act as a reminder ad in Dhaka city.

Decisions:
From the above analysis I have found that billboard advertisements have adequately effectiveness to function as reminder advertisements. Therefore, i can conclude that billboard advertisements can penetrate and create awareness about the product.

Question 7: Likart Scale Questions

Question: 7.1 to 7.3: measurement of effectiveness of location as feature.

Question 7.1

Stated Query: The most suitable location of billboards is roads which are high traffic zone.

Statistical analysis:

This result signifies that most of the respondents strongly prefer that the billboards placement in high traffic zone is adequately perfect to create their attention.

To measure the efficiency of this result I have conducted a one-sample mean tests where

H_0 : Billboard placed in high traffic zone is not suitable

H_1 : Billboard placed in high traffic zone is not suitable

Variables	Standardized Regression Coefficient (b)	t value	P
The most suitable location of billboards is roads which are high traffic zone.	33.742	268	.000

Output table: 1

From the T-test I have found that H_0 is rejected at any confidence level. This signifies that High traffic Zone is the suitable position for billboard advertisements.

Decisions:

Locations of the billboard have been chosen perfectly by the ad companies.

Question 7.2

Stated Query: Too many billboards in one place has less visibility

Statistical analysis:

This result signifies that most of the respondents strongly agree that the large number of billboard create visual destruction.

To measure the efficiency of this result I have conducted a one-sample mean tests where

H_0 : Large number of Billboard Creates not visual destructions

H_1 : Large number of Billboard Creates visual destructions

Variables	Standardized Regression Coefficient (b)	t value	P
Too many billboards in one place has less visibility	11.828	268	.000

From the T-test I have found that H_0 is rejected at any confidence level; this identify that large number of billboard in one place create visual destructions.

Decisions:

From the above analysis I have found that large number of billboard ads in a single place is not acceptable by the consumer. Therefore, I can say in this particular case Billboard ad makers have failed to choose right features for the billboard.

Question 7.3:

Stated Query: Billboard advertisement is very much important to attract a good number of people at a time.

Statistical analysis:

Most of the respondents have strongly agreed with the given statements. To evaluate the findings I have run a T-test for this sample where,

H_0 : Billboard advertisement is not very much important to attract a good number of people at a time.

H_1 : Billboard advertisement is very much important to attract a good number of people at a time

Variables	Standardized Regression Coefficient (b)	t value	P
Billboard advertisement is very much important to attract a good number of people at a time.	13.983	268	.000

From the above analysis I have found that H_0 is rejected at any confidence level. Therefore I can conclude that most of our respondents have strongly agreed with the statement that billboards can attract large number of respondents.

Decisions:

Locations of billboard that are chosen by the Ad makers are accurate.

Question 7.4 to 7.6

These questions are made to measure the technology of the billboards that are used are effective to the consumers.

Question 7.4:

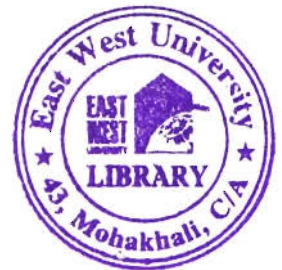**Stated Query:** Electronic billboard has more visibility than others

Statistical Analysis:

From the responses of the respondents of this query I have found that most of the respondents agreed with the statement that is visibility of the electronic billboard is more then others.

From the T-test of the mode we have found the following outputs where,

H_0 : Visibility of the electronic billboard is not more

H_1 : Visibility of the electronic billboard is more

Variables	Standardized Regression Coefficient (b)	t value	P
Electronic billboard has more visibility than others	24.578	268	.000

From the above analysis we can reject H_0 at any confidence level therefore I can say visibility of the electronic billboard is not more then any other.

Decisions:

The forms of billboard chosen by the Ad makers are effective.

Question 7.5

Stated query: Tri-vision signs get more attention than any other type of sign.

Statistical Analysis:

In this query the largest number of respondents strongly agree that tri-vision sign can catch more attention then other forms.

To ensure the representative quality of the mode we have run the following T-test where,

H_0 : Tri-vision signs do not get more attention than any other type of sign

H_1 : Tri-vision signs get more attention than any other type of sign

Variables	Standardized Regression Coefficient (b)	t value	P
Tri-vision signs get more attention than any other type of sign.	25.073	268	.000

In this case P-value = 0 therefore I can conclude that H_0 is rejected at any confidence level.

So that we can claim Tri-vision as the more attention creator form of the billboard.

Decisions:

From the back ground analysis I have found that most of the companies now-a-days go for the tri-vision ads. Therefore I can claim that the choice of the form of the billboard can attain its objectives. How ever I have found that this result is influenced by sex and education. However, considering the mode I can claim that tri-vision can catch more attention then other form of billboard ads.

Question 7.6

Stated query: Moving signs like tri-vision are the most effective type of advertising for increasing product sales or consumer awareness

Statistical Analysis:

In this case also the largest numbers of the respondents strongly agree with the statement; therefore I can say that moving sign that are currently used by the companies are adequately effective form for bill board advertisements.

From the T-test we can clarify our findings.

H_0 : Tri-vision is not effective form of billboard ads

H_1 : Tri-vision is an effective form of billboard ads

Variables	Standardized Regression Coefficient (b)	t value	P
Moving signs like tri-vision are the most effective type of advertising for increasing product sales or consumer awareness	12.882	268	.000

From the Above Analysis we have found that H_0 is rejected at any confidence level.

Question 7.7 to 7.9:

These questions are constructed to measure the effectiveness of artists as a feature billboard.

Question 7.7

Stated Query: Companies should use local artists in billboard advertisements

Statistical Analysis:

From these inferences I can claim that most of the respondents prefer the local artists as model of the billboard ads.

To evaluating the representative feature of the mode we are conducting a T-test where,

H_0 : Local artists are not preferable

H_1 : Local artists are preferable

Variables	Standardized Regression Coefficient (b)	t value	P
Companies should use local artists in billboard advertisements	26.964	268	.000

From the analysis I have found that H_0 is rejected at any confidence level. Therefore I can say that consumers prefer local artists as model in the billboards.

Decisions:

Most of the respondents prefer local artists as a model. As most of the organizations are using local artists as model, therefore, I can conclude that organizations are choosing the right artists for their billboard ads.

Question 7.8 and 7.9:

Question 7.7 and 7.8 has been queried to measure the acceptability of the foreign artists to the consumers.

Statistical analysis:

Form this analysis of central tendency I have find that most of the respondents agree that Indian artists are attractive but they do not prefer them as model for the billboards in Dhaka city.

Question7.10:

Stated query: Companies should not copy the Indian ads in billboards.

Statistical Analysis:

From the central tendency we have found that most of the respondents do not prefer that billboard ads copied from the Indian ads.

From the T-test we are clarifying our findings.

H_0 : Companies should not copy the Indian ads in billboards

H_1 : Companies should copy the Indian ads in billboards.

Variables	Standardized Regression Coefficient (b)	t value	P
Companies should not copy the Indian ads in billboards.	21.103	268	.000

From the above analysis I have found that H_0 is rejected at any confidence level. So that I can say that most of the respondents do not prefer the copying ads from Indian ads in billboards.

Decisions:

From the above analysis I can claim that the current trends of copying billboard are not effective.

Question 7. 11:

Stated query: Large sized billboards are more attractive.

Statistical analysis:

From the analysis of the central tendency I have found that most of the respondents of the survey agree that large size billboards are more attractive.

To confirm our findings we have conducted a t-test where

H_0 : Large sized billboards are not more attractive

H_1 : Large sized billboards are more attractive

Variables	Standardized Regression Coefficient (b)	t value	P
Large sized billboards are more attractive.	23.101	268	.000

From the analysis I have found that H_0 is rejected at any confidence level therefore I can conclude that large size billboards are more attractive to the consumers..

Question 7.12

Stated query: The more color is used in billboards, the more attractive it is.

Statistical analysis:

From the central tendency of the distribution we can predict that the consumers prefer those billboard which are more colorful.

To clarify this concept we are taking the following T-test

H_0 : The more color is used in billboards, the less attractive it is

H_1 : The more color is used in billboards, the more attractive it is.

Variables	Standardized Regression Coefficient (b)	t value	P
Large sized billboards are more attractive.	23.101	268	.000

From the above test I have found that H_0 is rejected at any confidence level. Therefore, I can argue that the more colorful the billboard ad, the more attractive it is.

Decisions:

Now-a-days organizations are providing more and more colorful ads. From the above analysis I can accept the color features taken by the ad companies are adequately effective.

Question 7.13

Stated query: Billboard ads have more memorability than TV ads.

Statistical analysis:

Considering the measure of the central tendency I can predict that the billboard advertisements has more memorability then others

H_0 : Billboard ads have less memorability than TV ads

H_1 : Billboard ads have more memorability than TV ads

Variables	Standardized Regression Coefficient (b)	t value	P
Billboard ads have more memorability than TV ads.	15.028	268	.000

From the above analysis we have found that H_0 is rejected at any confidence level. Therefore, we can claim that the billboard advertisements have more memorability than TV ads.

Decisions:

The memorability of the billboard ad is more then TV ads.

Question 8.1 to 8.5:

Question no. 8.1 to 8.5 has been queried to measure the influences of different variable on the memorability of the consumers about the FMCG goods. For this purpose I am taking the responses of question no.5 as dependent variable with respect to the five (5) characteristics stated in question 8.1 to 8.5.

From the regression analysis I have found that the regression line as follows:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740(a)	.602	.429	.33534

Interpretation of the regression analysis:

From the regression line I have find that the constant or intercept of the line is insignificant to the memorability of the respondents. Again if I consider the r-square of the line I can conclude that 60% of the variability of the number of advertisements remembered by the respondents can be explained by this line.

On the other hand I can find that visibility, design and technology of the billboard have greater impact on the consumers mind than back ground of the artists.

11.0 Findings from the analysis:

From the above analysis I have found that both the hypothesis have rejected. Therefore, I can conclude that the billboard advertisements has a higher effect on the on the consumers mind. Through the billboard advertisements organizations can be able to penetrate their product or services and at the same time they also can create awareness for their product or services.

Again, I also have found that our billboard companies are adequately effective for choosing the right features the billboard. But the copying tendency of the billboard advertisements from Indian ads and using Indian models in billboard ads has a negative impact on our consumers.

Proposed hypothesis

From this research I have found several potential hypotheses that are given as follows:

As the consumers are preferring the electronic billboard rather then other form therefore there is a big question that why the Ad companies are not using adequate number of electronic billboards.

Therefore I am proposing a hypothesis that

"The Billboard companies who are developing the ads are not focusing on the consumer's preference regarding the effective form of the billboards."

Again, as I have got a glimpse that the densities of the number of the billboard Ads have a negative impact on the memorability of the consumer. Therefore I am proposing the next hypothesis as:

"The shortages of place for providing the billboard Ads create the high density of the number of billboard in a single place and that creates visual destruction to the consumers to remember the Ads"

Consumers have expressed their opinion that most of the billboard Ads they can remember are usually on the way of their daily routine paths. So that I am proposing hypotheses that a research should be conducted on the following hypothesis

"The Billboards of Dhaka City are not located in the positions where consumers can concentrate on them rather they are located on the base on the density of the movement of the consumers"

12.0 Conclusion:

After the completion of the research, I have found that hypothesis is very relevant. I have also found that there the billboard advertisement are performing effectively according to the intention of placing advertisement in billboard. And the billboard advertisements has a higher effect on the on the consumers mind. Through the billboard advertisements organizations can be able to penetrate their product or services and at the same time they also can create awareness for their product or services. But beside this I should stop using foreign models in our billboard because it has negative effect towards consumers mind

13.0 Appendix:

Research on

"Effectiveness of the Billboard Ads in Dhaka City"

Billboards are becoming more and more popular today. Perhaps it's because they reach more people for cheaper prices than any other type of media. Or perhaps it's because people are spending much more time in their vehicles now than ever before.
But in Bangladesh, the billboard companies are not effective in creating more awareness and penetration in the consumer mind through billboard ads. So as a consumer of FMCG (Fast Moving Consumer Goods), your opinion is expected. It will take not more than 10 minutes to fill the questionnaire. To keep confidential your identity is not required in this survey. You are requested to answer all the questions. This survey will accelerate the efficiency of billboard industry in providing you better information. Hoping for mutual interest. Thanks for your precious time.
All the information you will provide will only be use in the academic purposes. Your personal information will be keep confidentially.
Thanks for your precious time.

1. Have you gone outside of home within last few days?
   - ☐ Yes = 1
   - ☐ No. =0

2. Which of the following type of billboards did you notice?
   - ☐ Tri-vision = 1
   - ☐ Painted =2
   - ☐ If other please specify................................. =3

3. While buying any product, have any billboard ads inspired you?

   - ☐ Yes =1
   - ☐ No =0

4. Do you think that the billboards are hampering the vision of the roads?
   - ☐ Yes =1
   - ☐ No =0

5. Please name five billboard advertisements, which you likes most (please specify the location of the billboards) : **Coded by counting number of the responses**

s/n	Billboard advertisement
a.	
b.	
c.	
d.	
e.	

6. Please specify the features why you like the above billboard ads.

Please show your level of agreement or disagreement with the statement mentioned below-

5=Strongly agree; 4= Somewhat agree; 3= neither agree nor disagree; 2= Somewhat disagree; 1=Strongly disagree

		Strongly agree	agree	Neither agree nor disagree	disagree	Strongly disagree
	Location of Billboards					
1.	The most suitable location of billboards is roads which are high traffic zone.	5	4	3	2	1
2.	Too many billboards in one place has less visibility	5	4	3	2	1
3.	Billboard advertisement is very much important to attract a good number of people at a time.	5	4	3	2	1
	Technology of billboards					
4.	Electronic billboard has more visibility than others	5	4	3	2	1
5.	Tri-vision signs get more attention than any other type of sign.	5	4	3	2	1
6.	Moving signs like tri-vision are the most effective type of advertising for increasing product sales or consumer awareness	5	4	3	2	1
	Background of the artists					
7.	Companies should use local artists in billboard advertisements	5	4	3	2	1
8.	Foreign artists are more attractive than local artists	5	4	3	2	1
9.	Using Indian/ foreign artists in billboard is preferable	5	4	3	2	1
	Design of the billboards					
10.	Companies should not copy the Indian ads in billboards.	5	4	3	2	1
11.	Large sized billboards are more attractive.	5	4	3	2	1
12.	The more color is used in billboards, the more attractive it is.	5	4	3	2	1
	Memorability of billboard ads					
13.	Billboard ads have more memorability than TV	5	4	3	2	1

	ads.					
14.	Now a days TV ads become more of entertainment, but billboard act as reminder.	5	4	3	2	1

To measure the relationship of effectiveness of billboard with respect to some given criteria please distribute **100** marks among the criteria according to the importance- **coded in terms of value provided by the respondents**

		Distribution of Marks
1.	Visibility of the billboards	
2.	Background of the artist (foreign or local artist)	
3.	Design of billboards (color, size, features, ad designs)	
4.	Technology of billboards (electronic billboards, tri-vision billboards, rotated billboards)	
5.	Memorability of billboard ads (reminder)	

The following portion of the questioner is related to your personal information; these information will be only use for the classification purposes

1. What is your sex?

   ☐ Male =1
   ☐ Female =2

2. How do you define your education level?

   ☐ High school graduate; =1
   ☐ College graduate; =2
   ☐ University graduate; =3
   ☐ Still studying =4
   ☐ If any other please specify:_____ =5

3. What is your annual expense for your necessary FMCG goods?

   ☐ Less then 50,000/= =1
   ☐ 50,001/= to 100,000/= =2
   ☐ 100,001/= to 200,000/= =3
   ☐ more then 200,000/= =4

4. What is your present profession?

   ☐ Student; =1
   ☐ Business man;=2
   ☐ Professionals;=3
   ☐ Job holder; =4
   ☐ House wife; =5
   ☐ if any other please specify: _____ =6

Thank you.

Appendix 2: List of variables:

Name of the variable	Label of the variable
q3	While buying any product, have any billboard ads inspired you?
q4	Do you think that the billboards are hampering the vision of the roads?
q5	Please name five billboard advertisements, which you likes most(only the counted figure)
q7.1	The most suitable location of billboards is roads which are high traffic zone.
q7.2	Too many billboards in one place has less visibility
q7.3	Billboard advertisement is very much important to attract a good number of people at a time.
q7.4	Electronic billboard has more visibility than others
q7.5	Tri-vision signs get more attention than any other type of sign.
q7.6	Moving signs like tri-vision are the most effective type of advertising for increasing product sales or consumer awareness
q7.7	Companies should use local artists in billboard advertisements
q7.8	Foreign artists are more attractive than local artists
q7.9	Using Indian/ foreign artists in billboard is preferable
q7.10	Companies should not copy the Indian ads in billboards.
q7.11	Large sized billboards are more attractive.
q7.12	The more color is used in billboards, the more attractive it is.
q7.13	Billboard ads have more memorability than TV ads.
q7.14	Now a days TV ads become more of entertainment, but billboard act as reminder.
q7.15	Billboard ads reach more people for cheaper prices than any other type of media
q7.16	Companies should make effective billboards ads which can act as reminder as well as provide product information
q8.1	Visibility of the billboard
q8.2	Background of the artist (foreign or local artist)
q8.3	Design of billboards (color, size, features, ad designs)
q8.4	Technology of billboards (electronic billboards, tri-vision billboards, rotated billboards)
q8.5	Memorability of billboard ads (reminder)
q9.1	What is your sex
q9.2	How do you define your education level?
q9.3	What is your annual expense for your necessary FMCG goods?
q9.4	What is your present profession?