

STUDY OF EFFECTIVENESS OF OUT OF HOME (OOH) MEDIA ADVERTISING WITH SPECIAL REFERENCE TO MUMBAI

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Abstract

Out-of-home (OOH) advertising, commonly known as outdoor advertising or outdoor media, involves the dissemination of promotional content beyond the confines of a household. This form of advertising has evolved into a more sophisticated approach for reaching a diverse target audience. Despite its long-standing use, there has been a lack of a comprehensive method to measure the effectiveness of outdoor advertising, leaving companies uncertain about the precise returns on their investments. A crucial need exists for the development of independent tools to assess the effectiveness of various types of OOH media, including hoardings, vehicles, billboards, cantilevers and digital signboards. This study aims to gauge the impact of Out-of-Home advertisements on survey participants, specifically consumers residing in the city of Mumbai, and to analyze the resultant effects on their purchasing behaviour. Additionally, the research endeavours to delineate distinctive characteristics of outdoor advertisements in contrast to other advertising instruments and assess their influence on customers' purchasing behaviours.

Keyword: Out of home advertising (OOH), cantilevers, digital signboards.

INTRODUCTION

Out-of-Home Advertising (OOH) constitutes a dynamic and impactful facet of the advertising landscape, extending its reach beyond the boundaries of private spaces. Also known as outdoor advertising or outdoor media, OOH leverages various channels such as billboards, transit ads, street furniture, and digital displays to engage with a diverse audience in public spaces. This form of advertising capitalises on high-traffic locations to amplify brand visibility and communicate messages effectively. OOH advertising has evolved with contemporary sophistication, embracing innovative technologies and creative approaches to capture the attention of passersby. Its ability to engage consumers in real-world environments makes it a vital component of comprehensive marketing strategies, facilitating brand recognition and influencing consumer behavior in diverse urban and transit setting.

REVIEW OF LITERATURE

Benazir A, Dr P. Geetha & Dr M. Sulthana Barvin (2020), examined the impact and extent of outdoor advertisements which by utilising outdoor spaces and social areas commonly frequented by consumers, hold a crucial position due to their size and visual impact. The objective was to assess the effectiveness of outdoor advertisements in influencing consumer purchasing behaviour. Primary data was gathered through a meticulously designed questionnaire. Primary data was collected from 116 respondents. Consequently, the sample size was confined to 107 respondents, employing a simple random sampling method. Percentage analysis, Garrett ranking, weighted average method, chi-square and t-test techniques were utilised for data analysis. The findings suggest that outdoor advertisements stand out as the only advertising medium to which consumers are exposed without incurring any cost, exerting a significant influence on consumer purchasing behaviour due to their visual effectiveness.

Dhandyal H, & Dr Singh P (2022) carried a research to gauge the perceptions of youth regarding Out-Of-Home (OOH) advertising as a supporting medium and its integration with mobile phone advertising during the Covid-19 pandemic. The study involved 20 respondents aged 18-25, selected through convenience sampling, who participated in unstructured interviews. Findings revealed that 93% of respondents believed OOH media seamlessly integrates with digital, social, and TV advertising, serving as a catalyst for message delivery across various platforms. 92% agreed that while OOH may not directly generate demand, it significantly enhances advertisement reach and recall. Furthermore, 58% acknowledged OOH media's role in increasing brand

interaction. The study concluded that OOH media overcomes digital media limitations, providing trust and credibility to advertising messages compared to transient broadcast and digital media.

Dr K.B. Sridevi (2016), assessed the effectiveness of outdoor media in Coimbatore city, specifically focusing on the attractiveness of media vehicles, location, and ad elements, as well as the impact of outdoor media on the purchasing behavior of the target audience. The study demonstrated that outdoor media possesses significant influence in captivating the target audience through its media vehicles, locations and ad elements, ultimately affecting the buying behaviour of the respondents. The results underscored the persuasive potency of outdoor media across all respondents, irrespective of demographic factors such as age, gender and area of residence. The changing lifestyles of consumers, expensiveness of print and electronic media, clutter in other media, distinctiveness and effectiveness of outdoor media induces the advertisers to the champion of outdoor media, regardless of the product or service they offer. In conclusion, the study revealed the formidable persuasive influence of outdoor media on both advertisers and their target audience.

OBJECTIVE OF THE OOH RESEARCH

The purpose of this study is to determine the degree of influence of Out-of-Home advertisements on survey participants (consumers), who are living in the city of Mumbai and to measure the effects on the purchasing behaviour of the participants.

STATEMENTS OF HYPOTHESES

Hypothesis 1:

(Ho): There exists no significant relation between Gender of the respondents and effectiveness of the advertising medium.

(Ha): There exists a significant relation between Gender of the respondents and effectiveness of the advertising medium.

Hypothesis 2:

(Ho): There exists no significant relation between Age of the respondents and effectiveness of the advertising medium.

(Ha): There exists a significant relation between Age of the respondents and effectiveness of the advertising medium.

Hypothesis 3:

(Ho): There exists no significant relation between Education of the respondents and effectiveness of the advertising medium.

(Ha): There exists a significant relation between Education of the respondents and effectiveness of the advertising medium.

Hypothesis 4:

(Ho): There exists no significant relation between Income Status of the respondents and effectiveness of the advertising medium.

(Ha): There exists a significant relation between Income Status of the respondents and effectiveness of the advertising medium.

RESEARCH METHODOLOGY

(A) Research Design: Quantitative research technique is used for the research of the project with descriptive method which would include primary and secondary research. Both exploratory and descriptive research designs have been used in the study.

(B) Sources of Data:

(1) **Primary Data:** The Primary data has been collected through personal interviews with 400 respondents in Mumbai as a part of data collection through a self-administered web-based questionnaire focusing on demographic factors like gender, age, education and income status of the respondents.

(2) **Secondary Data:** The Secondary data constituted literature from text-books, articles published in newspapers and magazines, articles published in journals and literature from websites.

(C) Sampling Plan:

(1) **Sample Size:** The total sample size is 400 respondents from Mumbai area.

(2) **Method:** Random sampling method has been used to approach the targeted respondents.

(3) **Survey:** An invitation email with a hyperlink to a Structured Questionnaire was sent to various respondents from city of Mumbai to seek responses.

ANALYSIS OF DATA

Descriptive analysis has been used using Free Computer Software available online to analyse the demographic characteristics of the sample in term of frequencies. In addition to that statistical tools in form of frequency and percentages, averages, factor analysis and ANOVA were utilised. The final results extracted through data analysis and interpretation has been summarised in the following tables:

Table 1.1 shows the results of t-test conducted to establish whether there are significant differences between the responses of survey participants, based on gender.

Table 1.1
Respondent Perceptions of Outdoor Advertisements: Gender Differentiation

Factors	t	p
Factors 1 Difference Factor	0.627	0.176
Factor 2: Informing and Persuading Factor	0.133	0.425
Factor 3: Environmental Factor	0.806	0.151
Factor 4: Purchase Factor	0.979	0.553

Source: Field Survey

Table 1.1 shows the results of ANOVA analysis, which is applied in order to determine whether age, education or income status of respondents made a significant difference to factors concerning outdoor advertisements.

Table 1.2
Differences between the Age, Education, Income Status of the Respondents and Factors Regarding Outdoor Advertisements (ANOVA)

Factors	Age		Education		Income	
	t	p	t	p	t	p
Factors 1: Difference Factor	1.841	0.176	1.864	0.086*	2.481	0.012**
Factor 2: Informing and Persuading Factor	0.638	0.425	0.321	0.926	1.779	0.080*
Factor 3: Environmental Factor	2.067	0.151	0.599	0.731	0.716	0.677
Factor 4: Purchase Factor	0.352	0.553	1.073	0.378	1.276	0.254

**P < 0.05

*P < 0.10

Source: Field Survey

Table 1.2 shows the results of ANOVA analysis, which is applied in order to determine whether age, education or income status of respondents made a significant difference to factors concerning outdoor advertisements.

INFERENCES

(1) No statistically significant difference in perceptions of outdoor advertising was observed based on the gender of respondents.

(2) There was no variation in the impact of main behavioural factors affecting purchase decisions among respondents of different ages, except for the 'Difference Factor', which showed a distinction based on educational levels.

(3) Scheffe Test results revealed that respondents with a higher educational level generally found outdoor advertisements more striking compared to those with lower educational levels. Outdoor ads were considered less persuasive for individuals with a lower educational background.

(4) Analysis of income-related differences indicated that respondents with lower incomes tended to pay less attention to outdoor advertisements and perceived them as less effective compared to respondents with higher incomes.

RECOMMENDATIONS

- (1) It is recommended that OOH advertising is experiencing growth at a rate twice that of all other new advertising. This is attributable to several things which can make it more effective as a medium are – expanded creative options, offering of digital formats, fragmentation of broadcast, print, and innovative creative ideas.
- (2) It is recommended that hoardings can be used to reach the majority of markets, quickly and inexpensively. They can also be targeted based on their location. It is one of the fastest growing types of outdoor advertising. Painted bulletins are the largest and most prominent type of outdoor advertising. They can be either permanent or rotary.
- (3) Technological advancements, including digital and laser systems for computerized painting and printing, are enhancing the quality of outdoor advertising. Future possibilities may include satellite-distributed video for increased visibility and excitement.
- (4) It is recommended to concentrate more on outdoor advertising as it is one of the fastest growing types of OOH media. For local small businesses there are 5 x 11 feet, about one-third the size of the standard 30-sheet poster. They are also called junior posters. Research shows that by being placed low and close to the street, the eight-sheet delivers dramatic advertising visibility and impact at a reasonable cost.

DIRECTION FOR FURTHER RESEARCH

Since this study was limited to Mumbai City only, future studies would derive significant benefit from applying the research methodology within locations such as Delhi, Chennai and Kolkata where more intense displays of outdoor advertisements exist and which may prove to be significant in terms of obtaining different or similar data to the study conducted at Mumbai.

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