

Analyzing the Changes of Preference Factors of Billboard by the Gender, Age & Occupation of Customer: A Study on Dhaka City

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Abstract

This study is associated with billboard advertising. The purpose of the research is to find out how the preference factor of billboard that attracts the customer's attention fluctuates from customer to customer by demographic variables - gender, age and occupation as advertising in Dhaka city. The major discoveries of the report are that large size of billboard which is a factor of attracting customer's attention toward billboard, attracts the attention of aged people more than the young people and the jobholders more than the students. Creativeness of billboard is another factor that attracts the jobholders more than the students. Bright color is the factor that attracts aged person more than the young person and jobholders more than the students. Simple, short and clear text factor attracts aged people more than the young people and the jobholders more than the students. Image is the other factor attracting aged person more than the young person and jobholders more than the students. More students are attracted by billboard advertisement of shopping area (another factor) than the job holders. The extension of billboard attracts the attention of aged people more than the young people and jobholders more than the students. The last variable product message was independent to their gender, independent to their age and independent to their occupation.

Key Words: Billboards, Attention, Preference Factors, Advertising.

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1.0 Introduction

In modern marketing, companies are competing heavily to hold existing and to gain potential market share. In order to achieve this, marketing communication is of high importance. In marketing of product, billboards often provide help to create awareness among the consumers about the product and attract consumers to the product and as such they can be critical to the success of companies as form of outdoor advertising. Any advertising done outdoors that publicizes your business's products and services is called outdoor advertising. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of your own brick-and-mortar location. Outdoor advertising works well for promoting your product in specific geographic areas. Humans have been creating wall art since the time we lived in caves. During the time of the ancient Egyptians the government was using images carved into stones to post the laws and regulations of the land. This carving into stones may, in a way, have been the oldest form of outdoor advertising. The modern day billboard advertising approach can trace its roots to lithography, which was an invention of the late 1790s. The genius of this invention is that it made it possible to mass produce as many posters and announcements as a business needed. The circuses were one of the first businesses to profit from this new form of mass marketing, and so outdoor advertising underwent a major innovation which brought us the modern billboard advertising that we know today. Billboard advertising is a great way to remind consumers about your product right before they arrive at a shopping center. Billboard is a signboard for posting bill or advertisement on. According to department in Turkey, "Billboard advertisements were first used in the 1980's and created curiosity, with their interesting and different colors, designs and messages," (Balkalf, 1998). Traditionally, these are large sign structures on which sheets of paper adhered. Today paper has frequently been replaced by large sheet of plastic or vinyl material that is stretched over the physical sign. All in all "the primary objective of billboard advertisements is to gather and attract consumers interest and attention," (Balkalf, 1998) and today's advertisements tries to do this in the most creative ways. Whether it is by shock or awe, the consumer with a first glance should want to look again and again, or be allowed to actually interact with the billboard by its movement or the illusion to it. Billboards of today should not only be advertisements, but also clever art forms. Billboard must be able to attract the attention of the customers and influence them in the desired way by the combination of its size, shape, graphics and color etc.

Here, in this study, the points of focus are how the preference of factors of billboard of attracting the customer's attention varies from customer to customer by gender, age and occupation. The information was collected through structured questionnaire and face-to-face interview.

2.0 Literature Review

The premise of this study was based around the theory of Javed Hussain and Rizwan Khan Nizamani (2011) published in South Asian Journal of Management Sciences Vol. 5, No. 2, (Fall 2011) 60 - 64. They did their study on "Factors Affecting Consumer Attention in Billboards" (Javed Hussain and Rizwan Khan Nizamani, 2011). Their study was concerned to the billboards advertising and their impact over the consumer attention. Customer gives proper attention to billboards advertising due to billboards advertising Size, Color, Location, Creativity and Images etc. All these variables have positive impact on the customer attention (Javed Hussain and Rizwan Khan Nizamani, 2011). The study of researcher was in line with the study of them. They identified the factors and proved their positive impact on customer's attention. The researchers identified how the preference of factors of billboard of attracting the customer's attention varies from customer to customer by gender, age and occupation as an outdoor advertising in Dhaka city. Such study has not been done yet. The researcher collected eight factors of Javed Hussain and Rizwan Khan Nizamani (Message, size, color, location, creativity, text style, images, cut-out or extension of billboard) for the research.

Attention is the cognitive process that the human brain uses to determine what part of the multitude of sensory data is currently of most interest. (S. Frintrop, E. Rome and H. I. Christensen, January 2010).

Alonge (2001) thinks that advertising can be defined as any paid form of non-personal communication which is directed to the consumers or target audiences through various media in order to prevent and promote product, services and idea. José María Pujol, Executive Creative Director of a firm expressed outdoor advertising as the only medium that permits a brand name to be incorporated into that audience's physical environment, and that this feature has significant implications for the influence of the medium (and, by extension, the messages it carries) on the consumer (Pujol, 2003:11).

Billboard is a branch of outdoor media, but in most cases, some scholars who distinguish it from outdoor media see it as a form of advertising (Anna, 2006, p.13). From the point of view of Wise GEEK, “Billboard advertising is the use of large signs along roadways to advertise a wide range of products, services and causes” (Wise GEEK, 2013).

Plumely (2000, p.13) says that “one most important advantages of billboard over other advertising media is that it has the potential to capture the attention of the audience on the go”. In his own part, Okoro (1998, p.77) tells that the importance of billboard includes: high visual impact, low cost, high product visibility, high frequency, and immediate message delivery.

Paul Suggett (2013) an advertising expert finds out six basic rules of billboard advertising. These include: (1) For billboards, six words or less is ideal (2) Get noticed but don't make your billboards a huge distraction (3) This is not the time for direct response (4) Billboards should be smart but not too clever (5) The more billboards, the better (6) Don't say it, show it.

According to the point of view of Balkalf (1998) all figures, text, and design methods which are used in billboard advertisements are effective by sending the message of sex, excitement, fear, humor, color, texture, movement, rhythm, harmony, balance, and effective use of white spaces—all characteristics of billboards, which enables effective reach to large target audiences. Results indicate that the mechanisms used such as humor, a sense of realness and simplicity is essential variables in attracting and appealing to new and existing customers”. (Maryanne amoah, April, 2010).

3.0 Methodology

3.1 Field-work/Data Collection

Both secondary and primary data was necessary for the fulfillment of this research. Secondary data was collected from various published documents in related books, journals, newspaper, magazines and websites. For getting primary data, respective respondents were interviewed personally to collect the data required through a structured questionnaire and also face-to-face interview was conducted with billboard experts from some reputed and leading companies.

3.2 Sample Selection Technique

The non-probability quota sampling technique was used for the sampling purpose of respondents who were asked through questionnaire and non-probability judgmental sampling was taken for conducting the face-to-face interview with billboard experts from some reputed and leading advertising firms. As the researcher wanted the result of the study without any biasness, the researcher needed to get conduct quota sampling under which the researcher got convenient respondents from each quota.

3.3 Sample Size

In this study the researcher distributed the questionnaire to 32 male students of young age, 32 male jobholders of middle age, 32 female students of young age, 32 female job holders and housewives of middle age. The researcher also distributed this questionnaire to 22 billboard experts. So the total sample size is 150. This questionnaire was distributed in Dhaka Metropolitan area only, like on universities, malls, offices, and in places where there are people who could easily see the billboard advertising on their way of destination.

3.4 Sample Scaling

The likert scaling technique was used in designing the questions ranging from 1= strongly agree to 5 = strongly disagree. Through the technique, it was easy to get the insights from the respondents.

4.0 Presentation of Analysis

4.1. Response regarding gender status of respondents:

Table 1: Gender Status of Respondents (Source Survey)

	Frequency	Percent
Male	64	50.0
Female	64	50.0
Total	128	100.0

Table at the above showed that 50% (n=64) of the respondents were male and the rest 50% (n=64) of the respondents were female. For this reason, the result was without any biasness.

4.2. Response regarding age group of respondents:

Table 2: Age Group of Respondents (Source Survey)

	Frequency	Percent
15-20	4	3.1
20-25	60	46.9
25-30	24	18.8
30-35	9	7.0
Above 35	31	24.2
Total	128	100.0

Table 2 demonstrated that 50% (n=64) of the respondents were under 25 and the rest 50% (n=64) of the respondents were above 25. So, the outcome was without any unfairness.

4.3. Response regarding occupation of the respondents:

Table 3: Occupation of The Respondents (Source Survey)

	Frequency	Percent
Business	5	3.9
Government job	18	14.1
Housewife	9	7.0
Private job	11	8.6
Student	64	50.0
Teaching	21	16.4
Total	128	100.0

Table 3 showed that 50% (n=64) of the respondents were students and the rest 50% (n=64) of the respondents were job holders. Therefore, the result was without any partiality.

4.4 Response regarding large size billboard advertisement attracts the attention:

Table 4: Cross Tabulation In Case Of Gender Status of Respondents of Customer's Rating About Large Size Of Billboard (Source Survey)

		Gender Status of Respondents		Total	Chi-square (2-sided)
		Male	Female		
Large size of Billboard	Strongly Agree	43	50	93	.088
	Agree	6	10	16	
	Neutral	10	3	13	
	Disagree	4	1	5	
	Strongly Disagree	1	0	1	
Total		64	64	128	

From above table, it was clear that number of female was more than number male to strongly agree about large size of billboard. But, in this case, their opinions were independent to their gender as the value of chi-square was more than .05.

Table 5: Cross Tabulation In Case Of Age Group of Respondents of Customer's Rating about Large Size of Billboard Advertisement (Source Survey)

		Age Group of the Respondents					Total	Chi-square (2-sided)
		15-20	20-25	25-30	30-35	Above 35		
Large size of Billboard	Strongly Agree	2	37	20	8	26	93	.047
	Agree	0	11	1	1	3	16	
	Neutral	2	8	1	0	2	13	
	Disagree	0	3	2	0	0	5	
	Strongly Disagree	0	1	0	0	0	1	
Total		4	60	24	9	31	128	

The above table depicts that in case of strongly agree the number of respondents of age under 25 were less than the number of respondents of age above 25 (Under 25 = 39 respondents, Above 25 = 54 respondents). So, large size billboard attracted the attention of aged people more than the young. Their opinions were dependent to their age as the value of chi-square was less than .05.

Table 6: Cross Tabulation In Case Of Occupation of Respondents of Customer's Rating About Large Size Of Billboard Advertisement (Source Survey)

		Occupation of the Respondents						Total	Chi-square (2-sided)
		Business	Govt. job	House wife	Private job	Student	Teaching		
Large size of Billboard	Strongly Agree	4	16	9	9	38	17	93	.010
	Agree	1	2	0	0	11	2	16	
	Neutral	0	0	0	2	9	2	13	
	Disagree	0	0	0	0	5	0	5	
	Strongly Disagree	0	0	0	0	1	0	1	
Total		5	18	9	11	64	21	128	

From the above table, the researcher could have an idea that 55 job holders (Business = 4, Government job = 16, House wife = 9, Private Job = 9, Teaching = 17) strongly agreed that large size of billboard attracted their attention. This number was more than the students (Students = 38). So, large size billboard attracted the attention of jobholders more than the students. In this case their opinions were dependent to their occupation as the value of chi-square was less than .05.

4.5 Response regarding creative billboard advertisement attracts the attention:

Table 7: Cross Tabulation In Case Of Gender Status of Respondents of Customer's Rating About Creativeness Of Billboard (Source Survey)

		Gender Status of Respondents		Total	Chi-square (2-sided)
		Male	Female		
Creativeness of Billboard	Strongly Agree	32	35	67	.567
	Agree	26	26	52	
	Neutral	6	3	9	
	Disagree	0	0	0	
	Strongly Disagree	0	0	0	
Total		64	64	128	

From above we see that in case of opinion about creativeness of billboard more female respondents strongly agreed than male respondents. However, their opinions were independent to their gender as the value of chi-square was more than .05.

Table 8: Cross Tabulation In Case Of Age Group of Respondents of Customer's Rating about Creativeness of Billboard Advertisement (Source Survey)

		Age Group of the Respondents					Total	Chi-square (2-sided)
		15-20	20-25	25-30	30-35	Above 35		
Creativeness of Billboard	Strongly Agree	2	32	17	4	12	67	.516
	Agree	0	24	5	4	19	52	
	Neutral	2	4	2	1	0	9	
	Disagree	0	0	0	0	0	0	
	Strongly Disagree	0	0	0	0	0	0	
Total		4	60	24	9	31	128	

The above table reveals that in case of strongly agree the number of respondents of age under 25 (15-20 = 2, 20-25 = 32) and the number of respondents of age above 25 (25-30 = 17, 30-35 = 4, Above 35 = 12) were approximately same (Under 25 = 34 respondents, Above 25 = 33 respondents). So, creativeness of billboard attracted the attention of both young and aged people equally. Their opinions were independent to their age as the value of chi-square was more than .05.

Table 9: Cross Tabulation In Case of Occupation of Respondents of Customer's Rating About Creativeness Of Billboard Advertisement (Source Survey)

		Occupation of the Respondents						Total	Chi-square (2-sided)
		Business	Govt. job	House wife	Private job	Student	Teaching		
Creativeness of Billboard	Strongly Agree	3	11	4	10	33	6	67	.046
	Agree	1	7	5	1	23	15	52	
	Neutral	1	0	0	0	8	0	9	
	Disagree	0	0	0	0	0	0	0	
	Strongly Disagree	0	0	0	0	0	0	0	
Total		5	18	9	11	64	21	128	

From the above table, the researcher could have an idea that 34 job holders (Business = 3, Government job = 11, House wife = 4, Private Job = 10, Teaching = 6) strongly agreed that creativeness of billboard attracted their attention. The number of jobholder was more than then number of students (Students = 33). In this case their opinions were dependent to their occupation as the value of chi-square was less than .05.

4.6 Response regarding billboard advertisement with bright colors attracts the attention:

Table 10: Cross Tabulation In Case of Gender Status of Respondents of Customer's Rating About Bright Color Of Billboard (Source Survey)

		Gender Status of Respondents		Total	Chi-square (2-sided)
		Male	Female		
Bright color of Billboard	Strongly Agree	31	36	67	.472
	Agree	26	18	44	
	Neutral	5	8	13	
	Disagree	2	2	4	
	Strongly Disagree	0	0	0	
Total		64	64	128	

From the above table, it was clear that number of female was more than number male to strongly agree about bright color of billboard. However, their opinions were independent to their gender as the value of chi-square was more than .05.

Table 11: Cross Tabulation In Case of Age Group of Respondents of Customer's Rating about Bright Color of Billboard Advertisement (Source Survey)

		Age Group of the Respondents					Total	Chi-square (2-sided)
		15-20	20-25	25-30	30-35	Above 35		
Bright color of Billboard	Strongly Agree	1	23	16	6	21	67	.006
	Agree	1	26	6	1	10	44	
	Neutral	1	9	1	2	0	13	
	Disagree	1	2	1	0	0	4	
	Strongly Disagree	0	0	0	0	0	0	
Total		4	60	24	9	31	128	

The above table shows that in case of strongly agree the number of respondents of age under 25 was less than the number of respondents of age above 25 (Under 25 = 24 respondents, Above 25 = 43 respondents). Therefore, bright color attracted aged more than the young. Their opinions were dependent to their age as the value of chi-square was less than .05.

Table 12: Cross Tabulation In Case Of Occupation of Respondents of Customer's rating About Bright Color of Billboard Advertisement (Source Survey)

		Occupation of the Respondents						Total	Chi-square (2-sided)
		Business	Govt. job	House wife	Private job	Student	Teaching		
Bright color of Billboard	Strongly Agree	4	13	4	5	27	14	67	.032
	Agree	1	4	4	4	24	7	44	
	Neutral	0	1	1	2	9	0	13	
	Disagree	0	0	0	0	4	0	4	
	Strongly Disagree	0	0	0	0	0	0	0	
Total		5	18	9	11	64	21	128	

From the above table, the researcher could have an idea that 40 job holders (Business = 4, Government job = 13, House wife = 4, Private Job = 5, Teaching = 14) strongly agreed that bright color of billboard attracted their attention. The number of jobholder was more than the number of students (Student = 27). In this case their opinions were dependent to their occupation as the value of chi-square was less than .05.

4.7 Response regarding billboard advertisement with simple, short, clear text attracts the attention:

Table 13: Cross Tabulation In Case Of Gender Status of Respondents of Customer’s rating About Simple, Short and Clear Text of Billboard (Source Survey)

		Gender Status of Respondents		Total	Chi-square (2-sided)
		Male	Female		
Simple, short and clear text of Billboard	Strongly Agree	36	26	62	.137
	Agree	15	16	31	
	Neutral	7	8	15	
	Disagree	5	14	19	
	Strongly Disagree	1	0	1	
Total		64	64	128	

The table on the top explained that more male than female strongly agreed with the statement that simple, short and clear text of billboard attracted their attention. But, however, their opinions were independent to their gender as the value of chi-square was more than .05.

Table 14: Cross Tabulation In Case Of Age Group of Respondents of Customer’s rating about Simple, Short and Clear Text of Billboard Advertisement (Source Survey)

		Age Group of the Respondents					Total	Chi-square (2-sided)
		15-20	20-25	25-30	30-35	Above 35		
Simple, short and clear text of Billboard	Strongly Agree	1	22	10	7	22	62	.005
	Agree	1	18	8	1	3	31	
	Neutral	0	13	2	0	0	15	
	Disagree	2	7	3	1	6	19	
	Strongly Disagree	0	0	1	0	0	1	
Total		4	60	24	9	31	128	

The table reveals that in case of strongly agree the number of respondents of age under 25 were less than the number of respondents of age above 25 (Under 25 = 23 respondents, Above 25 = 39 respondents). Therefore, simple, short and clear text attracted aged more than the young. Their opinions were dependent to their age as the value of chi-square was less than .05.

Table 15: Cross Tabulation In Case Of Occupation of Respondents of Customer's rating About Simple, Short and Clear Text of Billboard Advertisement (Source Survey)

		Occupation of the Respondents						Total	Chi-square (2-sided)
		Business	Govt. job	House wife	Private job	Student	Teaching		
Simple, short and clear text of Billboard	Strongly Agree	5	13	8	10	16	10	62	.000
	Agree	0	4	1	1	23	2	31	
	Neutral	0	0	0	0	15	0	15	
	Disagree	0	1	0	0	9	9	19	
	Strongly Disagree	0	0	0	0	1	0	1	
Total		5	18	9	11	64	21	128	

From the above table, the researchers could have an idea that 16 students and 46 job holders (Business = 5, Government job = 13, House wife = 8, Private Job = 10, Teaching = 10) strongly agreed with the statement that simple, short and clear text of billboard advertisement attracted their attention. So we could conclude that simple, short and clear text of billboard attracted the jobholders more than the students. And, their opinions were dependent to their occupation as the value of chi-square was less than .05.

4.8 Response regarding billboard advertisement with images attracts the attention:

Table 16: Cross Tabulation In Case Of Gender Status of Respondents of Customer's rating About Image of Billboard (Source Survey)

		Gender Status of Respondents		Total	Chi-square (2-sided)
		Male	Female		
Image of Billboard	Strongly Agree	27	33	60	.299
	Agree	26	19	45	
	Neutral	6	10	16	
	Disagree	3	2	5	
	Strongly Disagree	2	0	2	
Total		64	64	128	

From the above table, the researcher could see that more female than male strongly agreed that image in billboard attracted their attention. So the numbers of female were more. But, again, in this case their opinions were independent to their gender as the value of chi-square was more than .05.

Table 17: Cross Tabulation In Case Of Age Group of Respondents of Customer's rating about Image of Billboard Advertisement (Source Survey)

		Age Group of the Respondents					Total	Chi-square (2-sided)
		15-20	20-25	25-30	30-35	Above 35		
Image of Billboard	Strongly Agree	2	19	12	6	21	60	.015
	Agree	1	25	9	3	7	45	
	Neutral	0	12	3	0	1	16	
	Disagree	1	3	0	0	1	5	
	Strongly Disagree	0	1	0	0	1	2	
Total		4	60	24	9	31	128	

The above table shows that in case of strongly agree the number of respondents of age under 25 were less than the number of respondents of age above 25 (Under 25 = 21 respondents, Above 25 = 39 respondents). So, image of billboard attracted aged more than the young people. Their opinions were dependent to their age as the value of chi-square was less than .05.

Table 18: Cross Tabulation In Case Of Occupation of Respondents of Customer's rating About Image of Billboard Advertisement (Source Survey)

		Occupation of the Respondents						Total	Chi-square (2-sided)
		Business	Govt. job	House wife	Private job	Student	Teaching		
Image of Billboard	Strongly Agree	4	8	8	6	21	13	60	.022
	Agree	0	8	1	3	27	6	45	
	Neutral	1	1	0	2	12	0	16	
	Disagree	0	1	0	0	3	1	5	
	Strongly Disagree	0	0	0	0	1	1	2	
Total		5	18	9	11	64	21	128	

From the above table, It is seen that 39 job holders (Business = 4, Government job = 8, House wife = 8, Private Job = 6, Teaching = 13) strongly agree that image of billboard attracted their attention than the students. This number was more than the students (Student = 21). Therefore, image of billboard attracted the attention of jobholder more than the students. In this situation, their opinions were dependent to their occupation as the value of chi-square was less than .05.

4.9 Response regarding billboard advertisement given on shopping area attracts the attention:

Table 19: Cross Tabulation In Case Of Gender Status of Respondents of Customer's rating About Billboard Advertisement Given on Shopping Area (Source Survey)

		Gender Status of Respondents		Total	Chi-square (2-sided)
		Male	Female		
Billboard Advertisement given on Shopping Area	Strongly Agree	20	20	40	.323
	Agree	30	30	60	
	Neutral	7	2	9	
	Disagree	7	11	18	
	Strongly Disagree	0	1	1	
Total		64	64	128	

From the above table, the overall result said that billboard advertisement given on shopping area attracted equally the attention of both male and female customers. Their opinions were independent to their gender as the value of chi-square was more than .05.

Table 20: Cross Tabulation In Case Of Age Group of Respondents of Customer's Rating about Billboard Advertisement Given on Shopping Area (Source Survey)

		Age Group of the Respondents					Total	Chi-square (2-sided)
		15-20	20-25	25-30	30-35	Above 35		
Billboard Advertisement given on Shopping Area	Strongly Agree	2	21	8	3	6	40	.356
	Agree	1	26	12	5	16	60	
	Neutral	1	5	2	1	0	9	
	Disagree	0	7	2	0	9	18	
	Strongly Disagree	0	1	0	0	0	1	
Total		4	60	24	9	31	128	

The above table depicts that in case of strongly agree the number of respondents of age under 25 were more than the number of respondents of age above 25 (Under 25 = 23 respondents, Above 25 = 17 respondents). But, their opinions were independent to their age as the value of chi-square was more than .05.

Table 21: Cross Tabulation In Case Of Occupation of Respondents of Customer's rating About Billboard Advertisement Given on Shopping Area (Source Survey)

		Occupation of the Respondents						Total	Chi-square (2-sided)
		Business	Govt. job	House wife	Private job	Student	Teaching		
Billboard Advertisement given on Shopping Area	Strongly Agree	3	5	3	5	23	1	40	.202
	Agree	2	10	5	5	26	12	60	
	Neutral	0	2	0	0	7	0	9	
	Disagree	0	0	1	1	8	8	18	
	Strongly Disagree	0	1	0	0	0	0	1	
Total		5	18	9	11	64	21	128	

From the above table, the researcher could have an idea that 23 students and 17 job holders (Business = 4, Government job = 10, House wife = 5, Private Job = 8, Teaching = 10) strongly agreed with the statement that billboard advertisement given on shopping area attracted their attention. So the researcher could conclude that more students were attracted by billboard advertisement of shopping area than the job holders. In this case their opinions were dependent to their occupation as the value of chi-square was less than .05.

4.10 Response regarding billboard advertisement with extensions attracts the attention:

Table 22: Cross Tabulation In Case Of Gender Status of Respondents of Customer's rating About Extension of Billboard (Source Survey)

		Gender Status of Respondents		Total	Chi-square (2-sided)
		Male	Female		
Extension of Billboard	Strongly Agree	17	14	31	.153
	Agree	25	29	54	
	Neutral	11	17	28	
	Disagree	7	4	11	
	Strongly Disagree	4	0	4	
Total		64	64	128	

The above table shows that more number of male than female strongly agreed that extension of billboard attracted their attention. However, their opinions were independent to their gender as the value of chi-square was more than .05.

Table 23: Cross Tabulation In Case Of Age Group of Respondents of Customer's rating about Extension of Billboard Advertisement (Source Survey)

		Age Group of the Respondents					Total	Chi-square (2-sided)
		15-20	20-25	25-30	30-35	Above 35		
Extension of Billboard	Strongly Agree	1	12	8	2	8	31	.002
	Agree	3	16	8	6	21	54	
	Neutral	0	22	4	1	1	28	
	Disagree	0	7	4	0	0	11	
	Strongly Disagree	0	3	0	0	1	4	
Total		4	60	24	9	31	128	

The above table reveals that in case of strongly agree the number of respondents of age under 25 were less than the number of respondents of age above 25 (Under 25 = 13 respondents, Above 25 = 18 respondents). Therefore, extension of billboard attracted the attention of aged more than the young. Their opinions were dependent to their age as the value of chi-square was less than .05.

Table 24: Cross Tabulation In Case Of Occupation of Respondents of Customer's rating About Extension of Billboard Advertisement (Source Survey)

		Occupation of the Respondents						Total	Chi-square (2-sided)
		Business	Govt. job	House wife	Private job	Student	Teaching		
Extension of Billboard	Strongly Agree	2	4	0	4	13	8	31	.001
	Agree	2	11	7	5	18	11	54	
	Neutral	1	0	2	2	21	2	28	
	Disagree	0	2	0	0	9	0	11	
	Strongly Disagree	0	1	0	0	3	0	4	
Total		5	18	9	11	64	21	128	

From the above table, it was obvious that 18 job holders (Business = 2, Government job = 4, Private Job = 4, Teaching = 8) strongly agreed that extension of billboard attracted their attention. This number was more than the students (Student = 13). So extension of billboard attracted the attention of jobholders more than the students. In this case their opinions were dependent to their occupation as the value of chi-square was less than .05.

4.11 Response regarding billboard advertisement containing product messages attracts the attention:

Table 25: Cross Tabulation In Case Of Gender Status of Respondents of Customer's rating About Product Message of Billboard (Source Survey)

		Gender Status of Respondents		Total	Chi-square (2-sided)
		Male	Female		
Product Message of Billboard	Strongly Agree	10	18	28	.085
	Agree	36	29	65	
	Neutral	16	14	30	
	Disagree	0	3	3	
	Strongly Disagree	2	0	2	
Total		64	64	128	

From the above table the researcher could have the idea about the opinion toward product message of billboard. More female strongly agreed that product message attracted their attention. However, in this case, their opinions were independent to their gender as the value of chi-square was more than .05.

Table 26: Cross Tabulation In Case Of Age Group of Respondents of Customer's rating about Product Message of Billboard Advertisement (Source Survey)

		Age Group of the Respondents					Total	Chi-square (2-sided)
		15-20	20-25	25-30	30-35	Above 35		
Product Message of Billboard	Strongly Agree	0	19	4	0	5	28	.057
	Agree	3	23	11	6	22	65	
	Neutral	1	14	8	3	4	30	
	Disagree	0	3	0	0	0	3	
	Strongly Disagree	0	1	1	0	0	2	
Total		4	60	24	9	31	128	

The above chart revealed that in case of strongly agree the number of respondents of age under 25 and the number of respondents of age above 25 were approximately same (Under 25 = 34 respondents, Above 25 = 35 respondents). So, product message of billboard attracted the attention of both young and aged people equally. Their opinions were independent to their age as the value of chi-square was more than .05.

Table 27: Cross Tabulation In Case Of Occupation of Respondents of Customer's rating About Product Message of Billboard Advertisement (Source Survey)

		Occupation of the Respondents						Total	Chi-square (2-sided)
		Business	Govt. job	House wife	Private job	Student	Teaching		
Product Message of Billboard	Strongly Agree	0	3	2	1	18	4	28	.199
	Agree	3	9	3	6	28	16	65	
	Neutral	2	5	4	4	14	1	30	
	Disagree	0	1	0	0	2	0	3	
	Strongly Disagree	0	0	0	0	2	0	2	
	Total	5	18	9	11	64	21	128	

From the above table, researcher could have an idea that 18 students and 10 job holders (Government job = 3, House wife = 2, Private Job = 1, Teaching = 4) strongly agree with the statement that product message of billboard attracted their attention. So we could conclude that number of more students was attracted by product message than job holders. But, again, in this case their opinions were independent to their occupation as the value of chi-square was more than .05.

Kmo and Bartlett's Test (Factor Analysis)

Table 28: Kmo and Bartlett's Test (Source Survey)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.598
Bartlett's Test of Sphericity	Approx. Chi-Square	314.248
	Df	120
	Sig.	.000

From the above table the researchers saw that the result of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is .598 which was more than .5. So the researcher could interpret that the sample size of the study was adequate. According to the table, the researcher also could see that the result of Significance of Bartlett's Test of Sphericity is .000. So the researcher could interpret that the study was good enough.

5.0 Presentation of Findings

The major findings of the study were that, large size billboard attracted the attention of aged people more than the young and jobholders more than the students, creativeness of billboard attracted the jobholders more than the students, bright color attracted aged more than the young and

jobholders more than the students, simple, short and clear text attracted aged more than the young and attracted the jobholders more than the students, , image of billboard attracted aged more than the young and of jobholders more than the students, more students were attracted by billboard advertisement of shopping area than the job holders, extension of billboard attracted the attention of aged more than the young and jobholders more than the students. The other factors were independent to their gender, independent to their age and independent to their occupation.

6.0 Conclusion and Recommendation

According to the finding it can be said that the preference of factors of billboard of attracting the customer's attention varied from customer to customer by gender, age and occupation as an outdoor advertising in Dhaka city. One factor called product message was independent to their gender, independent to their age and independent to their occupation and some factors were not.

The recommendations for billboard providers should be seen as advice to advertising firms that designs billboards if they want their billboard to attract the attention of the customers. The following implications were based on the empirical data, analysis, and conclusions conducted during this study.

- If the product is for aged and jobholders, the billboard should be of large size.
- If the billboard is for young and students, more billboards should be used in shopping area.
- If the product is for aged and jobholders, the text of billboard should be simple, short and clear and billboard of image should be used.
- If the billboard is for aged and jobholders, bright colors should be used in billboard and extension of billboard can be applied
- If the product is for jobholders, creative billboard can be applied.

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