



EFFECT OF SIZE, LOCATION AND CONTENT OF BILLBOARDS ON BRAND AWARENESS

Khizer Ahmed Siddiqui*, Saima Sher Ali Tarani*, Sobia Anwar Fatani*, Ali Raza*, Rehan Muzamil Butt¹ and Nusrat Azeema²

*Master of Business Administration Student, Department of Management Science Muhammad Ali Jinnah University Karachi

¹Lecturer, Department of Management Science Muhammad Ali Jinnah University Karachi

²Research Student MS, Mass Communication, S3H, National University of Sciences and Technology, NUST, Pakistan.

Abstract

In recent years, there has been an immense growth in outdoor advertising. Outdoor billboards help in constructing brands and strengthening their images in the mind of the prospective consumer. The purpose of this study is to determine the influence degree of billboards advertisements on survey participants in Pakistan. The research also attempted to specify the effect of different characteristics and features of billboards advertisements and its effects on customers' purchase behaviors and brand awareness. The data was collected from 387 respondents from Karachi city through convenience sampling. Resources which we used and budget which we put is also considered very low and minimum. Model fitness can be interpret by ANOVA and it is showing that's it's a significant model because the value of significant is under 0.5 so this tell us that model is fit. Correlation in-between content & brand awareness is 0.391 at 0.01 significant level, between location and brand awareness is 0.299 at 0.01 significant level & in-between size and brand awareness is 0.319 at 0.01 significant levels.

Key words: brand awareness, billboards business, location, size, content, outdoor advertising, brand recognition, purchase intention.

Introduction

OOH or out of home advertising is considered as the most effective medium of advertisement. As many of the consumers spend their large span of time travelling on roads and many consumers use transportation, companies use outdoor advertising medium to catch the attention of that audience and market their product. Outdoor Advertising Association of America, Inc. (2015), Billboards are the most impactful & largest medium of advertisement for out of home advertisement. History of OOH traces from mid 1800s when Jared Bell in 1800s used large circus poster to the public. Ever since advertising by billboards is always on top of brand by the

companies like Palmolive and Coca-cola, who have been using this medium since 1900 from the time when the likeness of billboards are really eye catching (HISTORY OF OOH, 2015).

However advertising has largely progressed and numerous diversified and out of the box methods of advertisement were introduced but roadside advertisement and billboards are remained the most effective way to capture the travelling audience by land transportation. Comparing all other marketing and advertising strategies, Billboards are remaining on the top of the list of all other advertising strategies because it's the most popular activity done in this industry and its all creative strategies are in resulting best because of excellent creativity. So we have to consider that execution is very important. Since then billboards have caught the attention of many through their catchy content, strategic location, sizes, reach, visibility, frequency and many other features which in return help brands to take space in a consumer's mind who's encountering it on daily basis creating immediate revenue.

Advertising is actually more attractive and effective for these enterprises, they actually give them large number of benefits in order to achieve goals in ROI, this advertising helps them in a way to survive in the market because the market is very tough, survival now a days is very important and its efficient for enterprises to use advertising and marketing tools like billboards, newspaper, radio, TV and many other resources to compete in this market. It helps in making of a purchase decision because it's attractive and gets the attention of the consumer so they can choose the best one according to their need. This is the best advantage because of which enterprises in Pakistan using all these techniques.

Now if you see advertising from another point of view so the consumer get a guide to select the best offer from thousands of choice in an industry. He or she select the best option which are according to their need, it refers them to select the most appropriate product and the best one which meets their need for a product. Outdoor advertising starts in 1850 in Turkey, where they big painting and large advertisement paintings to be done ion huge buildings and now this industry is emerge a big revolution in entire advertising sector. All companies using different style and tools for advertising, outdoor advertising is one of the best profitable and unique types of advertising which is used in maximum exposure of a company in the market & sector is also working with foreign advertising agencies. These all new emerging ways is giving excellent exposure in to this industry with a large boom.

Purpose of Research

In this study our main purpose is to have detailed discussion of billboard advertisements in creating brand awareness. For this purpose, a survey was conducted from a sample of 387 respondents and in-depth and telephonic interviews were conducted with the advertising agencies dealing with OOH advertisements in Karachi. Survey provided the data and interviews all are deeply and statistically done with SPSS program.

Problem of Statement

Content, location and size of a billboard have a significant effect on brand awareness.

Research Questions

- Do location, size and content of a billboard have effects on brand awareness in Karachi?
- Does Consumer perceive about billboards positive?
- How much does the independent variable affect the dependent variable?

Research Structure

This particular research is comprised of eleven chapters. Each chapter embodies its specific purpose. To maintain a flow in research, all the chapters are interlocked. This study in particular will be beneficial for marketers and brands to determine the factors that create brand awareness. This study will also help ad agencies to know which features of a billboard have more weightage so that they can charge for the particular features from brands for advertising them. Marketing students can also be aided who want to learn about OOH advertising techniques.

Scope of the Study

Geographic: this study is done in Karachi, Pakistan so the results are derived from the sample living in this particular region of the world. Results of the same research if done in any other region may vary.

Time horizon: total time taken for this research is 3 months i.e. from May 2016- July 2016.

Literature Review

Billboard Advertising

Board publicizing is a type of promoting where advertisements are put onto huge surface regions to expand perceive and introduction. Announcements are put along thruways and significant city boulevards to get the consideration of drivers and people on foot. These commercials are generally exceptionally visual in order to leave an enduring impact on the viewer's brain. Any promotion that objectives drivers will highlight a fast, simple-to-peruse motto. Sánchez (2001:16). The hues will frequently be splendid in order to catch more consideration. Organizations that regularly publicize on announcements incorporate fast-food chains, wireless organizations, auto producers and banks.

Publicizing on announcements has dependably been a prominent type of ooh media in us, where bulletin promoting is a multi-billion dollar industry. This sort of spending doesn't just happen on a pointless impulse, yet rather on the grounds that bulletin promoting and marking on our country's roadways works! Announcements are just unmatched in their capacity to accomplish brand acknowledgment and top-of-psyche in focused geographic areas.

For whatever length of time that the developing number of autos out and about make American drives longer, slower, and more congested, suburbanites (and different explorers) will irrefutably keep on being presented to a constant flow of bulletin promoting (or as a few people wrongly spell "charge board advertising") once a day. The numbers that substantiate this issue are amazing. Americans spend more than 100 hrs overall for every year getting to and from their employments, which turns out to simply under thirty minutes a day in activity (Belch and Belch (2001) and Shimp (2000)).

Enterprises are very much interested in having promotional activities because they actually want to give enlargement to market-share because to attain competitive advantage over all business rivals. There is a large distance between manufacturer and customer and which seems unbelievable of direct marketing and this billboards advertising giving a very fine advantage and thus everyone has to accept real essence of advertising in this competitive world.

In current era every company is using many doors of advertising and branding like billboards, TV, radio, newspaper, motor way, magazine, trains, highways, airports, boats etc. But yes we know that every state, city and country have their norms and work on cultural development within their own norms and it also help a country to increase revenue for the betterment in their own country which can in a form of funds for government. From the start of advertising yes billboards and banners and posters and their different forms are in use of advertising. Sánchez (2001:16)

Yes cost is also expensive but eventually it give too much returns of the investments for a company in many ways, like purchase decisions, awareness of brand, positioning of brand, increase in sales and many other forms. Sánchez (2001) Creative and attractive campaign can also fall in this category so there can be vast region for covering and obvious is return in brand is high. If we compare the other activities with billboards in outdoor advertising, billboards are comparatively high expenditure which results in high reach and frequency. Advertising is providing positive results which is actually giving his input to economy and providing best facilities and provide best standard for living in communities.

Lisa buyer (employee of the buyer group) defines social media as the most interactive, transparent and at the same time the most engaging form of public relations. It is a combination between real time content and authentic communication. Billboards placed on highways are more appreciated in cultural environment because it's more safe than located in city areas, it's more convenient because drivers may have more concentration to billboards on highway because of visibility from far distance which will definitely help in brand awareness. (Shimp 2000)

There is large number of scholars teaching in different universities giving ideas about how advertising is useful and how better it can be transfer and how they audience and how it can provide are processed in the mind of target audience to take out maximum benefit from those advertising strategies. Sending of information for creation of brand awareness, brand positioning, brand recall, brand equity all can be result technical and more result oriented. (Belch and Belch 2001).

Abby Dart, executive director of Scenic Michigan, a nonprofit group trying to block construction of new digital billboards in the state, calls the signs "weapons of mass distraction" and says they can be more dangerous than phones. "You can turn off your phone," she said. "The billboard gets your attention whether you want to give it or not." They focus on the health issues of drivers and get experience of it like heart beats, pulse rate, extended eye developments, breathe a muscle action.

Movement of billboard will lead to a successful event and all brands obviously want that the sales must get huge raise and brand awareness must increase by the billboard movement. But the most important thing is how? How can you make this happen and how can you make this happen successfully in an excellent manner, everyone is doing in his own creative style for making it possible in a best and productive way. Advertising expert, bill suggest, formulate few things frequently, which we can find in winning advertising of billboard movement. The six basics suggest listed are tremendously applicable to the victorious billboards display today, which were performed by top companies. The main and first element is to have limited words to show rather than many words. Next is to connect perfect and excellent direct response by market. The next element suggest exposed was for all billboard to be stylish and attractive. One main thing is, many

driver focus on thinking about the billboard which is already passed, remembering to catch the message by brand which was presented in that billboard. Sugget's fifth element for successful billboard advertising was, "the more billboards the better". Whereas yes one billboard can be the cheapest and lower cost option and in reply it provide high rate of frequency and reach. The last and the major element is that to show the message rather than writing. Billboards may be 3d or 4 d, hold detailed lighting, or have stuff emotionally involved to the panel. This allows customers to view an ad exterior to average.

Location

Location of billboard is also important to cover the number of population who see the billboard. Locations also have a relationship with the brand in the sense that is for which particular geographical area brand is targeted for. Big enterprises always try to get the best place from agencies where they can reach maximum eyeballs from their investment you can say best ROI. Because through location agencies can play on price, the areas where billboard placement will create most brand recognition and recall and people of that particular region market have share of their wallet to purchase that product will make a difference in generating revenues for billboards as compare to other locations where these chances are relatively low.

Location is a significant feature of billboards because it really matters. Brands keep this point in mind before advertising them because it's a huge monetary investment to generate instant sales. Strategic location plays an important part as the more reach a billboard has more brand awareness can be created. The billboard which has more reach will be costly than the one which have comparatively low reach. Visibility is also an important factor when price is kept in consideration because agencies do costing on keeping this point of view in mind too. Thus costing of a billboard will be different if it is located at a place that has more visibility.

Size

Size of the billboard explains the how large and small the size of billboard in the form of height and width. The large haul billboards of big brands like coca cola, Pepsi or sun silk grabs the direct attention of consumer and it directly relates the brand's popularity. Normal and small size billboard usually represents sophisticated brands and used by the companies that recently launched their brand and wants to give awareness to their consumers. As far as size of a billboard is concerned, we have generalized it into two general groups large and small in the form of height and width.

The large haul billboards of big brands like coca cola, Pepsi or sun silk grabs the direct attention of consumer and it directly relates the brand's popularity. Normal and small size billboard usually represents sophisticated brands and used by the companies that recently launched their brand and wants to give awareness to their consumers. Size also does matter when we want to advertise our brand because smaller billboards, though they are less costly can easily be forgotten. Travelling prospects may remember larger hoardings while driving and smaller ones might not catch their sight.

In some companies advertising of billboards while at their launching they specially prefer the size can be a key role in their plan because it can define the size of the company and quality of the brand, some company go for big size billboards on limited best places and some companies have different strategy that while launching they want a blast and they want to be visible on all areas on all roads and visible to maximum frequency without considering the exact target audience

they just want to build a name inside market and try to be in the mind of every individual whether a consumer or non-consumer. Size actually also matters in brand awareness, sometimes big size cannot make brand awareness whereas small and quantity number make a better brand awareness. Some marketers with a vague concept only go for larger billboards which can result in lesser number all over the targeted area, whereas some smart marketers play with visibility of brand in maximum places and work on small sizes and more placement so that it can reach maximum reach and frequency in a nominal cost and in a very best way, whereas size is also dependent on a brand.

Content

Content of billboard explains the imagery, text, graphics and visuals used in a billboard. Content of billboard represents the level of brand awareness, for instance if the brand is recently launched they use more description and less images to introduce the brand. Some brands use 3d and 4d content billboard which involves moving objects attached on the billboard. The renowned brand use just images because people are already aware about the brand or to showcase their products that are usually used by clothing businesses. In contrary the content of billboard should be minimum and catchy so that the consumer could get the idea of brand that is being advertised. The average time spent on seeing the billboard by consumer is approximately three seconds.

If you consider content, few companies use strategy to work only on content, creativity, images, they don't care about location or size because they work on content and a content make a strategy at extreme fire or it can ruin your advertising. Marketers have to work hard on the content of a billboard it must contain many things like text must be according to culture of the market, text must be ethical with no grammar mistake, wrong content can damage a brand completely or can take a brand to its end, and it's the content which can take dead brand to a big highest peak of success.

Content must be set according to your target market and target audience like languages and images must be taken in manner that your audience can easily understand our message and message must be clear in content because people who will read your billboard don't have more time to study long detailed content on your billboard. Since travelling people don't have much time to read and stare at the billboards so brands must put a content that can be quickly understandable and clear so that anyone get immediate recall and recognition even at a single glance.

Brand Awareness

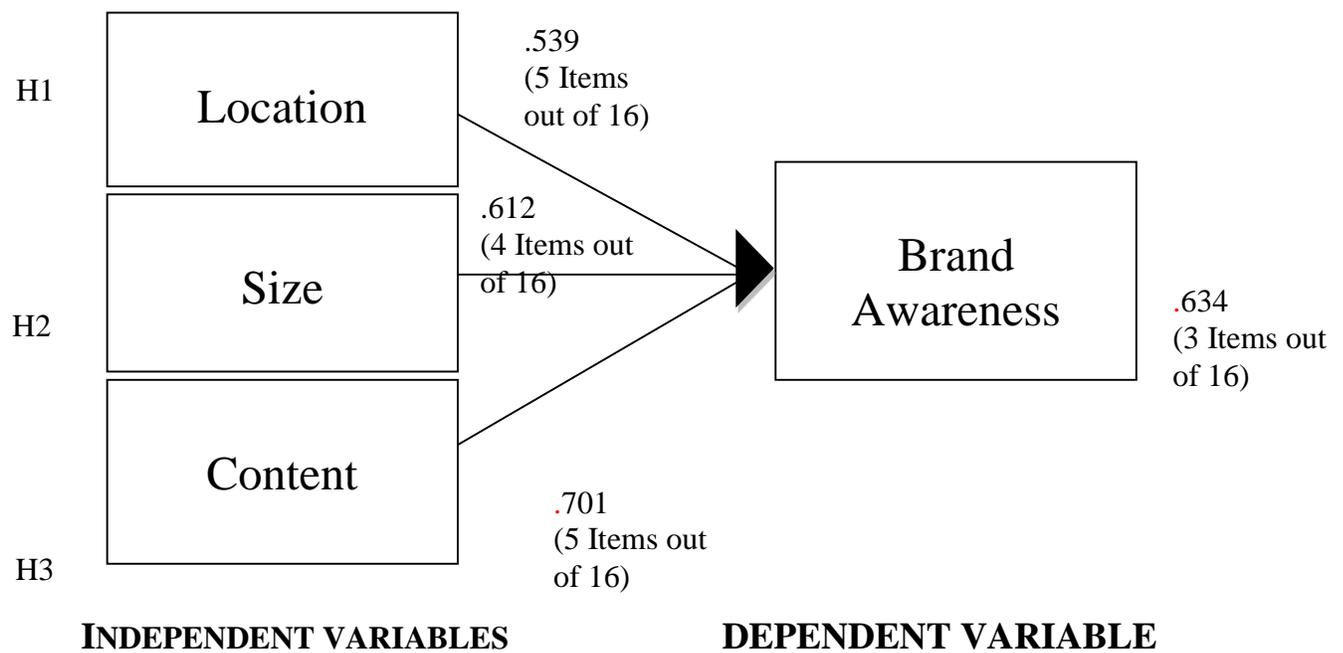
Brand awareness refers to as brand's image or perception in the mind of consumer. Brand awareness directly effects the consumer's buying decision and helps consumer in considering, consuming and disposing a brand of goods or services. Brand awareness is the perceived value and confidence of product in the mind of consumer. It also influence the risk assessment and confidence in the purchase decision of consumer as per the image of product in his mind. Brand awareness is based on two factors, brand recall and brand recognition, both of these factors affects the perceived value and buying decision of product. Marketers strive to increase the brand awareness among consumers through billboards and other advertising methods that lead to increase the perceived value of brands and help consumers to recognize and recall the brand when they go for shopping and buy the product or service. Brand awareness is measured as ratio of niche market that has the ability of consumer to recognize the product that has previous knowledge of a brand.

Brand recognition refers to as the ability of consumer to recognize the image of brand when they are asked question about it or that brand is shown to them. The consumer can easily differentiate particular brand among the groups or variety of different products. Brand recall refers to as ability to remember the product by consumer, it refers to consumer’s ability to recover the brand from his memory when any clue in the form of image or object is shown to him or he can recall the specific brand when group of different products is shown to them. It is easier to recognize the brand than to recall it. Consumers usually recognize the brand according to its shape, color and brand name. That’s is why marketers use easy to spell and pronounce names of brand that are known and expressive, this is unique and distinct so they are easily recognized and recalled by consumer. They select particular shape of brand and give theme color to brand. There are three types of brand awareness:

1. Spontaneous Awareness which means the ability of consumers to remember the brand without giving any clue or recognizing the brand name without showing the product.
2. Top of Mind Awareness which means the ability of consumer the recall the first brand from his mind when product category is referred to him. It is also called immediate brand recall.
3. Aided Awareness which means the ability of consumer to recognize the brand when its name is told to them and asked whether they know the brand or not. On mentioning the product category or list of brands customers recognize the brand.

Conceptual Framework

The following model has been developed keeping the problem statement and variables in mind.



Hypotheses

RELATIONSHIPS BETWEEN LOCATION AND BRAND AWARENESS

H1: location has significant effect on brand awareness.

H0: location does not have significant effect on brand awareness.

RELATIONSHIPS BETWEEN SIZE AND BRAND AWARENESS

H2: size of billboard has significant effect on brand awareness.

H0: size of billboard quality does not have significant effect on brand awareness.

RELATIONSHIPS BETWEEN CONTENT AND BRAND AWARENESS

H3: content of billboard has significant effect on brand awareness.

H0: content of billboard does not have significant effect on brand awareness.

Research Methodology

Research Design

The philosophy of our research is realism because billboards do exist independently of our knowledge. Realism philosophical approach is sub divided into two approaches that is direct and critical realism. In direct realism, we see what an individual feels, see, hear, etc. On the other hand, in critical realism, individuals argue about their experiences for a particular situation. We needed to record the experiences of consumers as well as we needed to record what they see, feel and how they react after seeing a particular billboard ad.

Research Approach

Research approach is deductive, as developed the hypothesis on the basis of our independent variables, so we have reviewed many articles and through which we develop theory of the literature reviews which helps us in managing to develop hypotheses and theory so thus we call it deductive approach. After collection of data we have gone through data analysis. Testing of is also done in this deductive approach. It is complete understood that we have chosen only one method which is quantitative so this research is defined as mono method choice. We have read already published articles and different researches and then we have collected and analyzed data in a specific period of time.

Scope of Research

The study in this research will take us to a very vast scope the in Billboard industry most OOH agencies are only focus on Location, content and size, but after research we got to know that there are many other variable on which agencies can work upon which can take them to increase their revenue once they increase the results of the industry benefits. You can say this easily that main focus of OOH now a days can be diverse to other variables which can actually change the industry, because audience can be bore from these billboard format in coming years so change is in this industry is necessary. This study is specifically conducted to determine the effect of size,

location and content of billboard on brand awareness. This is a quantitative research based on primary data. In order to complete the research with finesse, data has been primarily collected, analyzed and interpreted by effective and efficient means of techniques with all available resources. Since the study is done in such a short span of time i.e. 3 months, convenience sampling technique has been used to gather data from the sources that are easily accessible and available. Data for this research has been primarily collect via convenient sampling. It was opted included coworkers, friends & relatives, university students, different groups on social media etc. We have taken brand awareness as dependent variable and size, content, location, as independent variables. According to Kelley, K. (2003), the larger the sample size the better the estimation is, therefore a sample size of 387 respondents has been considered so that better results can be derived. We have designed an online questionnaire having likert scales via GOOGLE FORM which was spread out through emails and links. We have adapted the questionnaire from internet sources such as different published articles in recent years and other sources; we adapted the questions and customized them according to our variables and research design. Mentioned below are the few resources from which we selected our questions:

- 1) Thomas, A. (2015, June/July). The Economics of Successful Billboard Advertising (P. Cooper, Ed.). 7-7. Retrieved July 16, 2016.
- 2) <http://www.slideshare.net/bdr628/billboard-poster-questionnaire-results>

Data Collection Method

Stratified questionnaire was designed containing 16 questions in order to gather data. The questionnaire was created using GOOGLE forms which were circulated on social media and through E-mails as well as it a hard copy of the questionnaire was circulated among the respondents. As instructed by our supervisor, Statistical package deal for the (SPSS) software was chosen to analyze all data figured out and derive the result for this study. SPSS is very popular because of its versatility in both business and academic circle (Daniel Arkkelin, 2014) as it allows creating different types of analyses and results.

Data Presentation and Analysis

GENDER

Table 1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	188	48.6	48.6	48.6
	Female	199	51.4	51.4	100.0
	Total	387	100.0	100.0	

You can see that total number of respondents is 387 out of which 188 are male and 199 are female who filled out questionnaire and they were selected on the basis of convenience.

MARITAL STATUS

Table 1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SINGLE	220	56.8	56.8	56.8
	Married	167	43.2	43.2	100.0
	Total	387	100.0	100.0	

This chart shows to you that we have 220 Single respondents and 167 respondents are married, total number of respondents is 387.

AGE

Table 1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 to 30	232	59.9	59.9	59.9
	31 to 40	95	24.5	24.5	84.5
	41 to 50	45	11.6	11.6	96.1
	Above 50	15	3.9	3.9	100.0
	Total	387	100.0	100.0	

You can see in this chart that out of 387 respondents there were 232 respondents whose age is in between 21 to 30, 95 respondents whose age is in between 31 to 40, 45 respondents whose age is in between 41 to 50 and in the end 15 respondents whose age is in above 50.

EDUCATION

Table 1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	43	11.1	11.1	11.1
	Bachelors	168	43.4	43.4	54.5
	Masters or Above	176	45.5	45.5	100.0
	Total	387	100.0	100.0	

After reviewing this above chart, you can see that out of 387 respondents there were 43 respondents whose education is intermediate, 168 respondents are bachelors and 176 respondents whose belongs to masters or above group.

OCCUPATION

Table 1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Self-Employed	104	26.9	26.9	26.9
Employee	107	27.6	27.6	54.5
Student	176	45.5	45.5	100.0
Total	387	100.0	100.0	

Occupation chart shows that from 387 respondents there were 104 respondents are self-employed, 107 respondents are employees and working in any company, 176 respondents are students.

Results

OVERALL SCALE

Table 1.6 Reliability Statistics

Cronbach's Alpha	N of Items
.744	16

The above table demonstrates that the approximation of Cronbach's Alpha is 0.744; the quantity of things in the information set is 16. Since the Cronbach's Alpha is greater than 0.744 OR 74%, which means that the questionnaire is reliable and has internal consistency between the answers of the respondents. So the conclusion drawn from this above information is solid to comprehend and forecast.

BRAND AWARENESS

Table 1.6a Reliability Statistics

Cronbach's Alpha	N of Items
.634	4

The above table demonstrates that the approximation of Cronbach's Alpha is 0.634 or 63% and the quantity of things in the information set is 4. Since the Cronbach's Alpha is greater than 0.6 OR 60%, so the conclusion drawn from this above information is acceptable.

CONTENT

Table 1.6b Reliability Statistics

Cronbach's Alpha	N of Items
.701	4

The above table demonstrates that the approximation of Cronbach's Alpha is 0.351 or 35% and the quantity of things in the information set is 4. Since the Cronbach's Alpha is less than 70%, which means that the questions related to the dependent variable is poor and unreliable and has inconsistent responses.

LOCATION

Table 1.6c Reliability Statistics

Cronbach's Alpha	N of Items
.539	5

The above table demonstrates that the approximation of Cronbach's Alpha is 0.539 or 54% and the quantity of things in the information set is 5. Since the Cronbach's Alpha is less than 70%, which means that the questions related to the dependant variable is not that reliable and has slightly inconsistent responses.

SIZE

Table 1.6d Reliability Statistics

Cronbach's Alpha	N of Items
.612	3

The above table demonstrates that the approximation of Cronbach's Alpha is 0.612 or 61%, the quantity of things in the information set is 3. Since the Cronbach's Alpha is greater than 0.6 OR 60%, so the conclusion drawn from this above information is acceptable.

Regression

Table 1.7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.446 ^a	.199	.193	.73669

a. Predictors: (Constant), Size, Location, Content

R square, the co-efficient of purpose gives the sufficiency of model. As the above table demonstrates that the predictors, (size, location and content which are our independent variables) explain 19.9 % variation in the dependent variable that is brand awareness. We can say that the model can see 19.9% of the change in dependent variable. Nunnally explained that Cronbach's Alpha is accepted if it's greater than 0.50 whereas Moss explained it as it is acceptable if greater than 0.60

ANOVA

Table 1.8 ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	51.585	3	17.195	31.683	.000 ^a
Residual	207.859	383	.543		
Total	259.444	386			

a. Predictors: (Constant), Size, Location, Content

b. Dependent Variable: Brand Awareness

Here we have a chart which is named as ANNOVA analysis and it shows what kind of significant between the group means. The significance level shows 0.000 which is lower than 0.05. This test examines whether the model (independent variables) has the capacity to predict Brand awareness or not. Since the significant value 0.000 is less than 0.05, our model is fit to predict brand awareness.

COEFFICIENT

Table 1.9 Coefficients^a

Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.290	.243		5.308	.000
	Content	.346	.064	.280	5.421	.000
	Location	.165	.058	.144	2.825	.005
	Size	.165	.060	.146	2.772	.006

a. Dependent Variable: Brand Awareness

Since beta tells us which variable has greater impact, the table tells us that content has more impact on Brand awareness that is 0.280 and has 0.000 significant levels.

Correlations

Table 1.10 Correlations

		Brand Awareness	Content	Location	Size
Brand Awareness	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	387			
Content	Pearson Correlation	.391**	1		
	Sig. (2-tailed)	.000			
	N	387	387		
Location	Pearson Correlation	.299**	.348**	1	
	Sig. (2-tailed)	.000	.000		
	N	387	387	387	
Size	Pearson Correlation	.319**	.418**	.393**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	387	387	387	387

** . Correlation is significant at the 0.01 level (2-tailed).

To check relationship which is actually between dependent and independent variables correlation is carried out. Our result which is shown in above charts that correlation in-between content & brand awareness is 0.391 at 0.01 significant level. Also which is shown in above charts that correlation in-between location and brand awareness is 0.299 at 0.01 significant level. And in the last which is shown in above charts that correlation in-between size and brand awareness is 0.319 at 0.01 significant level. So the relation exists between inter-variables and intra-variables and they correlate with each other.

Findings

After completing this research, we have few finding about this billboard industry regarding to creation of brand awareness by these billboards. Lots of information and concepts build while making this research that what variables can effect brand awareness by bill boards, according to our findings we can easily say that brand awareness is not only because of location, size and content but there must be other factors too in brand awareness, it can be traffic it can be creativity and much more. In Karachi now a-days, audience is against billboards because they realized that because of billboards the beauty of our city is getting damage on large scale and people are now against of setting of billboard inside safety due to many reasons like safety issues and environment issues so people now care about these issues.

If you talk to advertising companies they will show you a different area of this billboards issue which is being raised by Supreme Court that removing billboards is conspiracy of Indoor and online advertising towards OOH (Out of Home) advertising. We find that size, location and content is least counted variables may be because now a days in Karachi the season is to remove billboards and Karachi people are getting happy with this decision, also if you talk to those who are very active in Karachi who are social Welfare activists in Karachi and providing there part in welfare services in Karachi they are totally against billboard, they are more concern about money loss and safety in city.

We also find this that yes bill board is essential key of marketers and as well as govt. department to generate revenue is they use this industry in a good manner and not acquiring public properties for business propose, brand awareness increase the popularity of the brand and there is some part of location, size and content in creating this brand awareness which can be more better in use if the govt. make an regulatory body for taking care of this industry in a legal way.

Hypothesis Assessment Summary

(Which hypothesis accepted, which are rejected)

We have three hypothesis on the bases of which we conducted this research, as per our findings all three of the alternative hypothesis are accepted towards our research. Our hypothesis shows the relationship between size, location and content of billboards and brand awareness. The accepted hypotheses are as following,

H1: Location has significant effect on brand awareness.

H2: Size of billboard has significant effect on brand awareness.

H3: Content of billboard has significant effect on brand awareness

As per our findings alternative hypothesis are accepted which states location, size and content has significant effect on brand awareness. The result found for H1 location and brand awareness is 0.299, H2 size and brand awareness is 0.319 and H3 content and brand awareness 0.391. The highest weightage is given to the H3 contact and brand awareness while the least is given to H1 location and brand awareness.

In the contrary our all three null hypothesis are rejected according to our research findings, which states that location, size and content does not have significant effect on brand awareness. The rejected hypotheses are as following,

H01: Location does not have significant effect on brand awareness.

H02: Size of billboard quality does not have significant effect on brand awareness.

H03: Content of billboard does not have significant effect on brand awareness.

Conclusion

In the conclusion of this research we found that there is a relation of brand awareness with the size, location and content of billboards. Billboards are essential part of out of home advertising and it's important for marketer to consider the size of billboard according to brand, the best location for placing the billboard and select the appropriate content for billboard as it increases the brand awareness among consumers. Brand awareness increases the popularity of brand and sales accordingly.

Brand awareness refers that consumer should know about the particular brand and its specification or changes that are made in that brand. Considering the variables we have selected

in this research we found that yes all three selected variables are important but according to our telephonic interviews with OOH advertising agencies we find that they consider these factors but most importantly they consider areas, like they cost higher charges for those area where target market didn't negotiate in purchasing and they just go for it, rather than in other areas where negotiations is high in consumers and consumers are price conscious they charge lower for those areas, they divide their areas in difference categories.

We also find that billboards are in Karachi are nor producing negative effects because of illegal activities in this industry which is destroying actually the beauty of Karachi in the name of OOH and money making machines.

After discussions and research we find that OOH billboards industry is very important of marketers and also for govt. revenue but this should be in legal manner so a justified amount can be fixed for limited number of billboards which will take care the main issues like safety, environment and also respected share of revenue should be generated for govt. from this industry. Our research was limited by resources, time constraints, ethical approval or other factors. We tried to gather real time data for our research based on our studies, we conducted research in the meantime collected data from primary sources although the respondents of questionnaire were not purely consumer or purchasing decision makers but they answered the questions based on their perception of brand awareness and their knowledge about billboard advertising as an genuine audience.

Our time was limited that's why we were not able to visit all marketers that includes advertising agencies, marketing companies and brand mangers as they were able to provide relevant information regarding brand awareness by placing billboards based on size, location and content and other factors that affects familiarity of product among consumer, its consumption and sales effect after advertising.

The research study will help the marketer to make decisions before advertising and marketing their product to increase its brand awareness, not only billboards could increase the brand awareness but there are several other ways and advertng methods to increase the brand awareness that are still need to be discovered. Brand awareness is not limited to billboard's size, location and content. This industry should learn that how better they can perform if they use legal authorities in a disciplined manner so they can set justified prices or charges for a billboard, Billboard should be placed in limited numbers and must take care of all aspects like best visibility and safety of public.

They should not be allowed to use public places for fixing there billboards and earn money illegally. Billboard industry is having a larger scope and they should focus on best safe places in City and must go for Motor ways and highways which are best way to use billboards because out of city billboards are better accepted by general public in regards to safety and environment issues.

For future directions our research will help marketer to check on which factors they have to give more weightage either on size, location or content before placing the billboards for brand awareness of their product and service. According to our quantified research they can get that they have to give more importance to content then size and location of billboard. Our research will help future researchers and marketing students to find other factors that affect brand awareness for the consumers and what are other variable of billboard advertisement to increase the brand awareness.

Limitations of the Study

- i. The time span of the study is very limited i.e. 3 months which might have an effect on the results of the study as a longer time frame would have made it possible to collect data from a larger number of respondents to make the results more statistically reliable.
- ii. This study has been carried out within a relatively short time frame, so the sample size of 387 is too small to represent the whole population of Pakistan.
- iii. Cost and resources are considered in the entire study which has been kept minimum because of our low budget.

Bibliography

Berkovitz, Et Al, 1994, P.541; Lichtenthal, Et Al., 2006, P.237

Thomas, A. (2015, June/July). The Economics of Successful Billboard Advertising (P. Cooper, Ed.). 7-7. Retrieved July 16, 2015.

Lichtenthal, B. (2006, April). Influence of Outdoor Advertising on Public (D. M. Sapna, Ed.). A Case Study of Mysore City. Retrieved July 3, 2016.

Mustafa, G., Sukran, K., & Olgun, K. (1993, March). The Effects Of Outdoor Advertisements On Consumers: A Case Study. 606. Retrieved July 2.

Capitol Outdoor: Billboard Advertising & Ooh Advertising. (N.D.). Retrieved June 29, 2016, From [Http://Www.CapitolOutdoor.Com/](http://www.CapitolOutdoor.Com/)

Hoyer, W. D., & Brown, S. P. (N.D.). Effects of Brand Awareness On Choice For A Common, Repeat-Purchase Product.

Your Billboard Grabs Eyeballs And Burns Into Brain Cells! (N.D.). Retrieved July 01, 2016, From [Http://Www.Designmybillboard.Com/Designprinciples.Htm](http://www.Designmybillboard.Com/Designprinciples.Htm)

Subhani, M., & Osman, A. (2011). A Study on The Association Between Brand Awareness And Consumer/Brand Loyalty For The Packaged Milk Industry In Pakistan. South Asian Journal of Management Sciences, 5, 1st Ser. Retrieved July 1, 2016.

S. (2001). Creativity In Traditional Outdoor Advertising Platforms In Castellón (2nd Ed., Vol. 3, June 20,2016). Sánchez.

Nagy, J. (Ed.). (2009). Maximizing The Billboard Effect On Otas. In: Cornell University's Center For Hospitality Research.

Cohen, H. (N.D.). Social Media Marketing To Increase Brand Awareness (Vol. 2, Ser. 2016). Romania: M. Bîja, R. Balaş.

Anderson, C. K., Ph.D. (2009). The Billboard Effect: Online Travel Agent Impact On Non-Ota

- Reservation Volume (16th Ed., Vol. 9, October 2009). The Center For Hospitality Research.
- Nyarko, I. K. (2000). Is Billboard Advertising An Effective Tool In The Marketing Of Home Appliances? (3rd Ed., Vol. 2, 101-108, 2015). Shimp.
- Richtel, M. (Ed.). (2007). Digital Billboards, Diversions Drivers Can't Escape (Vol. 1, March 1 2010). Abby Dart.
- Azeema, N. (Jan2013). Billboard Advertisement Visual Pollution. Dr. Bernard Weitzman.
- Do Advertising Billboards Work? (n.d.). Retrieved August 02, 2016, from <http://smallbusiness.chron.com/advertising-billboards-work-75826.html>
- Measuring Billboard Advertising Effectiveness. (n.d.). Retrieved August 02, 2016, from <http://www.outdooradvertisingdc.com/services/billboard-advertising/measuring-billboards-effectiveness>
- Kelley, K. (2003). Good practice in the conduct and reporting of survey research. International Journal for Quality in Health Care, 15(3), 261-266. doi:10.1093/intqhc/mzg031
- M., Born, H., G., & Sevansson, A. (2005). A study to indicate the importance of brand awareness in brand choice. 24-39.
- M., & S. (1998). Journal of Product and Brand Management. Brand Equity Valuation., 275-290.
- S. (2008). A Framework for Measuring and Managing Brand Equity, 7-8 (N. William, Ed.).
- Keller, H. L. (1993). (1st ed., Vol. 5). American Marketing Association
- Nelson, M. R. (2005, April 7). Adolescent brand consciousness and product placements: Awareness, liking and perceived effects on self and others.