

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

Advertisements are paid communication message designed to inform people about a product or service, if the message is persuasive enough. It can affect purchasing behaviour concerning goods (Belch & Belch, 2017). Its form has a psychological effect on consumers as it stimulates their minds, creating an artificial expectation and making them want. Advertising is paid and non-personal communication is structured to convey the product quality, services and concepts in a creative way through the use of mass or information-driven media (Richard F.T, 1996). The word "advertise" comes from the Latin word 'advertere', which means that to turn in the direction of or to take be aware of. The visual and verbal aspect of advertising are meant to attract and convey information to the viewer. One of the objectives of advertising is to influence, and it is able to do this in many unique ways. The identification feature of advertising helps distinguish a product from another. This will create awareness about the product and allow customers to choose from different products. Brands can use advertising as a medium to remind their current customers about their connection to the brand.

Another characteristic of advertising is to speak truth about the product, its attributes, and its area of sale. In many cases, exaggerated facts are advertised; this is the element of truth, (S.JAIDEEP). Psychologists commenced to apprehend that advertising become a crucial form of conversation and started out to use the theories and methods of psychology to its study.

Individuals such as Harlow Gale started out to behaviour experiments designed to determine the strength advertisements to attract interest and persuade purchasers to buy. Walter Dill Scott of North-western University wrote the e-book The Theory of Advertising (1903), which sought to construct a theoretical knowledge of advertising primarily based on the principals of mental science. Scott counselled that advertisers must develop sure essential standards on which to construct a "rational idea of advertising and marketing." Theories of attention, information processing, mind-set formation, and choice making all have relevance to how marketing information affects clients. Like all bureaucracy of **communique**, it has

many unique consequences and these consequences are regularly related to one another. The message in an advertisement, irrespective of how sturdy and persuasive, will have no impact if the purchaser does not see the advertisement or be aware of it. Effective conversation has to start with attracting the client.

The effects of commercials are much more than giving someone reasons to buy your product or service (E.Pendleton). Advertising is intently tied to psychology, and good advertising and marketing campaigns will have interaction the viewer on a couple of levels. Instead of looking to make a one-time sale, advertising help build long-time relationship between the consumer and your brand (E.Pendleton).

Billboard is a big outdoor advertising structure, typically found in high-traffic areas such as busy roads (Apple Graphic studio, 2019). Billboards are presenting huge advertisements to people passing by. Billboards are the best way to reach out to the masses – to reach where they live, work, and socialize. Kantar (2020) explains that Billboard advertisements are designed to capture a person's attention and make a lasting impression very quickly, leaving the reader to evaluate the advertisement when they've gone beyond it. They need to be readable in a very short time, because they are usually read as being surpassed at high speeds. As a result, there are generally just a few sentences, in large print, and an amusing or compelling image in an outstanding colour.

According to the Outdoor Advertising Association of America (2015), "Billboard is one of the most popular and effective standard sizes for home advertising." Due to overtime, its strength and good design and execution aspects, the billboard remains the main medium of advertising compared to other popular marketing practices. Williams (2009) points out that billboards are the last way to communicate before consumers take action. Customers can see the same billboard ads more than once in different places. Unlike other radio and television display ads, Billboard can be targeted specifically to geographic locations. This gives brands the opportunity to reach their potential customers.

The telecommunications industry flourished in 1876 when Alex Grahambel invented the first phone for convenient communication. A few years later, a man named Eric Tigerstedt applied for a patent for a pocket-sized foldable phone. Among them, the idea of a mobile phone or cellular network belongs to Bell and was proposed in 1947. Motorola first

appeared as the company that made it. Dr under Motorola. Martin Cooper and his team invented the mobile phone in 1973. This will automatically make Motorola the first mobile carrier. There was no competition with the Motorola Dynatac 8000x because it was the first mobile phone, when the Motorola Dynatac 8000x was launched in 1983, but it was very expensive at the time and there were a limited number of people and organizations I could afford it. For publicity, billboard advertising was not ignored at the time, which proved to be really necessary and useful to them.

Over the years' other brands came into the industry with a huge competition between them among these brands are Nokia, Motorola, LG, Blackberry (E.Pendleton).

A peculiar brand to note is Nokia, they delivered within this period without delay, they improve and try to beat the competitors as they come along the way. The brand positioned themselves well in the mind of their audience. From their Nokia 1011 of 1992 to the Nokia 1100 of 2003 which sold even more than their previous products, it was the most successful release of the time, because it targeted basic users and was cheap when compared to previous or luxury devices. The level they got to during this era was great all mobile phone brands at that time began to go international penetrating into different countries; and something these companies had in common during those times was billboard and print method of advertisement, even if a country is not equipped with televisions at that time, they could still see billboards and other print materials.

Mobile phone industry growth success depended on the billboard for advertisement and they still do now. There are lots of competitions from lots of mobile companies around the world and billboard is one of the tools they never fail to use. GSM came into Nigeria in the year 2001, which was the beginning of mobile phones in Nigeria. Prior to that, average Nigeria could not have access to mobile phones; except the high and mighty. To make phone calls for a minute at a telephone booth was also a financial split in the back. The introduction of mobile phones in Nigeria changed a lot of things; and the first set of phones in Nigeria were Nokia, Motorola and Samsung phones. The first one introduced to Nigeria was the Nokia 3310, and it gained a lot popularity, Nokia 3310 had a built-in antenna, durable battery-life, unique on-screen display (at least at that time), and a certain compactness that prevented it from breaking apart when dropped. All this added to the popularity. After the 3310's seemingly endless reign, another interesting Nokia phone, Nokia 1200, came in despite existing Nokia products. This phone was not only an obvious upgrade on the 3310,

but also very portable. Although they are called mobile phones because of portability; but, to be clear, the 3310 was a truck compared to the 1200, which was more like a tiny vehicle. It also came with a torch, making the 1200 a bit popular too. Then came Samsung who called the attention of people with its unique blue colour compared to the Nokia's green backscreen light.

In the present day we have lots of Companies in the mobile phone industry, with worldwide leading brands like Samsung and Apple's iPhone, other brands in the Nigerian Mobile phone industry are Techno, Infinix, Huawei, **Itel, Gionee, Nokia etc.** Motorola and Nokia have lost the lead in the mobile industry of Nigeria for some years now. According to the JUMIA MOBILE REPORT of 2019, there were over 172 million mobile subscribers in Nigeria as at 2018, accounting for 87% of the population's penetration rate. It is a rise of 6.4% compared to 162 million in 2017. With the continuous growth of the mobile industry, mobile phone brands are in constant competition with each other to get the top spot in the Nigeria market. Billboard advertisement has been used constantly to create further awareness for their respective brands.

1.2 Statement of Problem

Billboard does not give room for feedback to advertisers or brand owners. They have no way of knowing how effective billboard is to them and their brand. Over the years it is known that advertising has effect of people's behaviour and preference, but people don't look into what media has most effect on people. The inability of billboard to target specific group, has made it impossible for it to cater for specific segment of the market. The cost of billboard is very high, and there is a need for advertisers to know if their adverts have good effects on the audience. With this they know their money is not wasted. There is a large number of billboard advertisements by mobile phone brands, which means there is constant competition among brands. They want to know if the desired message is getting to their audience. No brand wants to be left behind in the competition. Billboard provides limited information about products. This role of billboard advertisement has been undermined over the years. Some brands don't even know the right medium to reach their audiences hence they end up carrying out uncoordinated advertisements. This study will examine

how effective billboard advertising of mobile phone works on consumer behaviour and preference. It will also help brands in other product category know the advantage billboard advertising might give them.

1.3 Objectives of the Study

The general aim of this study is to examine the influence of billboard advertising of mobile phones on consumer buying behaviour and preference. Specifically, the study aims:

1. To examine the role of billboards advertisements in creating awareness about mobile phone brands;
2. To determine the impact of billboard advertising in stimulating purchase desire among the audience about mobile phone brands;
3. To ascertain the influence of billboard advertising on brand preference among the audience about mobile phone products;
4. To evaluate the influence of billboard advertising on buying behaviour among the audience about mobile phone brands;

1.4 Research Questions

1. What is the role of billboard advertising in creating awareness about mobile phone brands?
2. To what extent does billboard advertising stimulate purchase desire among the audience?
3. What is the influence of billboard advertising on brand preference among the audience about mobile phone products?
4. What influence does billboard advertising have on consumer buying behaviour among the audience about mobile phones?

1.5 Significance of the Study

The findings of this study will help business managers know the effect of billboard advertising on consumer patronage of mobile phones in Lagos and also give a clear insight on how billboard advertising influence brand preference. It will give insight to practitioners and phone marketers in the promotion of mobile phones in Lagos, show them the important areas to focus on when advertising. The findings will give knowledge to the general public on how billboard advertising

influence their buying behaviour. Finally, it will contribute to the body of literature in the area of billboard advertising on student's academic performance, thereby adding to the data available for future research in the subject area.

1.6 Scope of the Study

This study is designed to understand the effect of billboard advertising on consumer buying behaviour and preference. Therefore, the intent of this study is to address the influence of billboard advertising on consumer behaviour and preference of mobile phones in Lagos as the primary concern. A survey will be carried out which will include the consumers of mobile phones in major consumption point in the state. The major participants of the survey will be mobile phone consumers from different field of life.

1.7 Definition of Terms

Consumer: Consumers are people or organizations that purchase products or services. The term also refers to hiring goods and services. They are humans or other economic entities that use a good or service. Furthermore, they do not sell on that item that they bought. They are the end users in the distribution chain of goods and services. In fact, sometimes the consumer might not be the buyer.

Consumer Buying Behaviour: Consumer buying behaviour is the attitude, intentions and decisions i.e. the consumer's behaviour in the market place before buying a product (Belch & Belch, 2017), Consumer behavior can be characterized as the processes and behaviors that people engage in when looking for, selecting, purchasing, using, evaluating and disposing of products and services to meet their needs and desires. Consumer behaviour are often outlined as "the study of people, teams or organisations and therefore the processes they use to pick out, secure, use and lose merchandise, services, experiences or concepts to satisfy wants and therefore the impacts that these processes have on the consumer and society" (Hawkins, Best & Coney (2001). This definition contains a sequential method involving different activities which will be influence to the consumer in a very variety of how.

Consumer Preference: Consumer preference can be described as individual consumers ' personal tastes calculated according to their satisfaction with the products they have purchased. A consumer's preference is defined as the subjective taste of individual consumers, measured by their satisfaction after purchasing these goods. This satisfaction is often referred to as utility. Consumer pricing can be determined by comparing consumer utility between different goods. A consumer's preferences with a specific item can be measured by their satisfaction, versus the opportunity cost of that item since you lose the opportunity to buy a competitive item when you purchase an item (Weidmark and David, 2020).

Billboard: Billboards are a huge outdoor advertising structure that is found mainly in areas with heavy traffic, such as on busy roads. Billboards are big ads for pedestrians and drivers to pass through.

Advertising: Researchers have defined advertising differently and there is a need to establish an interpretation that all people at all locations understand.

W.J. Staton (2002) continued to define advertising as all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea, this message, called an advertisement is disseminated through one or more media and is paid for by the identified sponsor.

Billboard: A billboard is a very large board on which posters are displayed. A large outdoor board for displaying advertisements; a hoarding (Collins, n.d)

Brand: An electronic communication device, often referred to as a mobile phone or mobile phone. Mobile phones connect to wireless communication networks via radio or satellite communications. Most mobile phones offer voice communication, short message services, multimedia message services, and new phones can also offer internet services such as web browsing and email (Vangie Beal).

Mobile Phones: An electronic communication device, often referred to as a cell phone. Mobile phones connect to a wireless communication network through radio wave or satellite transmission. Most mobile phones provide voice communications, Short Message Service, Multimedia Message Service, and newer phones can also provide Internet services such as web browsing and e-mail (Vangie Beal).

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The literature review in this study will cover the conceptual, theoretical and empirical framework of the study. Related concepts and constructs will be reviewed, relevant theories will be identified and past related studies by other researchers in the field will be reviewed. The review is to that provide foundation to the title: Influence of Billboard Advertisements of Mobile Phones on Consumer Buying Behaviour and Preference. This chapter is sequentially arranged and discussed under the following sub-headings:

- 2.1 Conceptual Framework
 - 2.1.1 Concepts of Advertising
 - 2.1.2 Reasons for Advertising
 - 2.1.3 Role of Advertising
 - 2.1.4 Types of Advertising
 - 2.1.5 Billboard Advertising
 - 2.1.6 Advertising Industry
 - 2.1.7 Advertising Media
 - 2.1.8 Concept on Consumer Behaviour
 - 2.1.9 Advertising and Consumer Behaviour
 - 2.1.9 Effects of Advertisement on Consumer Behaviour
- 2.2 Theoretical Framework
 - 2.2.1 The pavolvian learning model
 - 2.2.3 The learning model

2.3 Empirical Review

2.1 Conceptual Framework

A conceptual framework is used to identify the concepts, conventions, expectations that support a research. The conceptual framework for this study is based on the relationship between the independent (Billboard Advertisement) and dependent variables (buying behaviour of consumer and Consumer preference) recognized in the study.

2.1.1 Concept of Advertising

Advertising as a promotional tool is used to drive the sales of a company's product and services and also to build a brand identification and communicate changes or new products/services to the customers. It is a subset of promotional blend which is one of the 4p's in the marketing mix. As a promotional strategy, marketing serves as a major device in developing product awareness and circumstance the thoughts of an ability patron to take eventual purchase decision.

There are many definitions of advertising by different researchers, so there is a need to develop a definition that is understood by all people everywhere. Thus, `source advertising as defined by Richards and Curran (2002) is a paid, high-profile form of communication from a recognizable source, designed to persuade the recipient to take action, now or in the future. ". Advertising is the individualized promotion of a sponsor (Armstrong & Kotler, 2000) identified by any sponsor of any paid form of presentation and identities, products or services. Newcomb (2004) studied that advertising is a key driver of brand success. In fact, 72% believe that advertising and marketing can have a big impact on how their business is affected in the market; At the same time, 62% believe that their advertising and marketing offers have a significant impact on the sale. But when it comes to effectiveness, the respondents were split, about 42% felt that "the advertising industry seems to have a poor grasp of the business issues confronting organization" while just under 40% think external advertising and marketing services

bring a valuable perspective to our advertising and marketing. According to Reynard (1974), “Advertising is a set of techniques and methods having the objective of informing and convincing the client to buy some products or services.” Advertising has two main objectives in this definition; firstly, as information products or sources which let consumers know that the goods and services can be purchased. Secondly, to persuade consumers to purchase the goods they have learned of.

Another definition of advertising by Bovee and Arens (1992) is that "advertising is individual information that is usually identified by sponsors as information about products, services, or ideas. " There is communication. " This definition sees advertising, using the information provided by the advertiser, as a way of communication through various media. Samuel (1987) also defined advertisement “as a paid announcement in newspapers, magazines, radio or television.” These could be general notices or updates about new products coming into the shop or encouraging buyers to purchase existing goods.

There are four things that can be derived from all given definitions;

- i. There is the information about product or service, either new or pre-existing.
- ii. The owners of the products that supply the information pay the publication of this information that have been advertised.
- iii. There is need for the media to transmit such information.
- iv. The target audience (i.e. consumers) receives and acts on this information.

2.1.2 Reasons for advertising

The main purpose for advertising is to grow the trust and interest of customers of your brand. Brands include flexibility, creativity, trust and value for customers. Most businesses do not represent their tangible assets but their brand assets. As a result, business success is largely determined by the ability of a company to offer greater customer value than competing brands (ISBA, 2004).

Advertising also serves to create and maintain product awareness in the mind of consumer. This is necessary especially for new products so has not to be forgotten. Consumers can change their behaviours at any time. So, for products to retain its market the product must be advertised

regularly. Coca-Cola, for example, is a well-known company and nevertheless they still advertise regularly to protect their market share. Loyalty to certain product brands can be established through advertising. Some customers remain so loyal to some brands that, while the prices of the product are higher than others in the market, their loyalty still stands. (Ayanwale et al., 2005). This does not deny the fact that there might be other better or more preferable brands but because the consumer has developed a strong loyalty for the brand, and they don't want any other brand.

The primary goal of advertising is to sell. Advertising in general helps enterprise and also economy system prosper and makes the client aware about the diverse alternatives which are available. Advertising worldwide, makes contributions to economy growth. Most organizations, small or large makes use of advertising to assist marketing objectives. The first challenge is to get the attention of the potential customers. This may be very important to the success and is in component of a function of size. It demands having a few characteristics that breaks through the apathy of the reader or viewer, which includes an attention-grabbing image or provocative headline. According to Ogilvy (2003), on average, many people look at headlines five times than a copy of a text. Anderson and Hatch (2004) additionally state that "until your headline sells your product, you've just wasted 90% of your money," Achieving awareness means that the message have to begin with being seen and read. Beside grabbing the reader's attention, the message should attract the reader and convince her or him to read on. The message ought to be within the language of the customer in the target market and ought to make a proposal that is unique to the audience. This stage specifically relies upon a great appreciation of marketing research as a way to understand who the target audience is, his hobby and needs. The advertiser has to additionally pick out a tone for the advert. Procter and gamble for example usually make use of an effective tone. Its advertisements say something very effective about its products. Use a memorable and attention-grabbing phrase in the advert is likewise key. Lastly, the layout of an advertisement is essential in that a small change in advert layout could make a huge distinction in its effects. For example, in a print ad, the illustration should be big enough to attract attention. This is due to the fact that it's the primary aspect that a reader notice. The headline ought to additionally attract the right people to read the copy. Finally, the copy, that is the primary block of text, have to be simple and soft however convincing. (Kotler and Armstrong, 2010). Advertising also tends to generate awareness and demand for goods that might not be purchased if not advertised. Therefore, it is important to use

compelling images to build interest in the customer mind, which will, however, influence the consumer's buying behaviour.

2.1.3 Roles of advertising

Wilkie (1994) reports that advertising usually performs certain tasks within the framework of brands. Some of these roles are:

- i. it helps to establish and maintain brand identity in the minds of consumer.
- ii. Improved product or service sales
- iii. Information on the availability, features and costs of new products.
- iv. Communicating a change to the existing product line
- v. It expands the brand market

2.1.4 Types of advertising

Wells, Burnett and Moriarty (2000) have stated that advertising can be classified under the following heading:

Direct advertising: This includes product advertising for those who need it really. Some kinds of goods are desirable to a certain group of individuals. It would be easier and more efficient to identify and specifically market the target group if these products were marketed. for example, a new football kit is launched to the market, it is better to publicize it on sport magazines and sports fans or practitioners learn about the product in turn. It is recommended to advertise directly to expected consumers.

Indirect advertising: Goods advertised in indirect advertising are products which everyone, regardless of group or category, needs and uses. For example, toothpaste and, whatever the advertisement of this type of product, it still takes consumer attention.

Competitive advertising: This type of advertising is used in competitive advertising. As the name suggests, this is done at the expense of its rivals to attract more customers. In order to achieve this the products are portrayed in a desirable way in enticing pictures, bright colours and beautiful scenarios. The range of terms to be used is cautious for competitive advertisements not to damage the reputation of other brands in the market. such as Apple (iPhone) and Samsung.

Informative advertising: This is the kind of advertising which informs consumers about a brand. This form of advertising increases awareness of and profits for a company on the market.

Mass advertising: Mass advertising is carried out to eliminate waste. It occurs when there is co-operation among producers of such products to be advertised. In this case the produce is advertised as one rather than each company advertising its own brand of the product.

2.1.5 Billboard advertising

There are totally different tools of outdoor advertising through which advertisers can attract the consumers however the foremost effective and cost-efficient is through billboard (Taylor and Franke 2003; Taylor, Franke and Bang, 2006). Outdoor advertisement, mostly printed inform of signage, bus shelters, flyers, billboard, window display and some other point of sale materials. With billboard it remains one of the oldest and effective media today. Billboard are located in targeted busy places where it can be seen by commuters who passes-by. Billboard advertising is the best bet in outdoor advertising and isn't that expensive. And with the amount of exposure the product or service gets the money is worthwhile. Within the past few years many factors have triggered billboard advertising and price effectiveness being among the prime reasons. One of the reasons being if an advertisement is placed within the local newspaper or a television station the advertisement gets noticed for only thirty seconds and once the same advert is placed on billboard, it gets noticed throughout the day, for months. Thousands of individuals read billboard every day on their way to jobs or home, it doesn't wander off within the pages like an advertisement placed in a newspaper or magazine. The message delivery is continuous. No other advertising technique can grab the attention of individuals like billboard advertising.

Effective billboard must have simple, concise message and attractive illustration/design and visual appearance. They need to be straight to the point and easy to read. They only get about 2-5 seconds of consumers attention so the message must be easy to understand. Billboard unlike newspaper adverts and direct mail campaigns does not have any real way to evaluate who really absorbs the message. The advantages of using billboard are many and among them is potential placement of advertisement close to point of sale. This ensures that there is a high frequency of exposure to regular commuter. The 24-hours availability of billboard makes it a high reach tool of advertising.

Visual impact from the size of advertisements and message creativity are very important in advertising and create high brand awareness. Billboard however have a disadvantage which is the need to limit the number of words in the message to short exposure of the advertisement. Low demographic selectivity is also an issue.

2.1.6 The Advertising Industry

The advertising industry is a very important aspect of marketing. It is necessary to know what the advertising industry is composed of i.e. the key elements in the industry

The advertising industry consists of the following:

- i Sponsor / advertiser
- ii Agency
- iii Media
- iv Suppliers
- v Regulators
- vi Consumers

Sponsor/advertiser: The sponsor or advertiser is the initiator of the advertising concept in the advertising industry. He is the owner of the advertising items. Taking into account the aims of the advertising, the advertiser arranges a contact through a chosen channel for the target demographic (i.e. customers). The sponsor pays for the advertisement and Provides all the necessary advertising information. The sponsor may be a person, an organization or a government. The most important thing is that, unless otherwise decided by the advertising firm, the sponsor and owner of the advertised product pays the bill. A sponsor has certain goals to attain; the market target and market positioning should be considered in order to achieve these goals. However, in view of the advertising costs, the sponsor would like to see a successful advertisement with lower cost.

Agency: This is an independent creative and business organization that specializes in the creation and planning of marketing and advertisement campaigns, advertisement and other promotional resources (American Association of Advertising Agencies). The advertising industry has its specialized code of conduct and marking (Ayenuro, 1979). It is managed better by a professional organisation, known as the advertising agencies, with trained design and programming personnel. Advertising agencies are teams of adverts strategy professionals organized to preserve or encourage market compliance. The sponsor or advertiser is linked through the agency with the consumer via advertising media in order to reach the target audience.

On behalf of the sponsor, the agency is responsible for reserving advertising space and time. Through the commission he receives he earns his income. To get a good advertisement from an agent, the sponsor must have the relevant details on the product as well as his support and trust.

Media: In the advertising industry, this is the third element. The transmission of information to a target audience is achieved through media (Bovee and Arens 1992). This is a channel by which the sponsor 's message to the agent is sent to the target audience (consumers). Advertising media are the tools through which the advertisements are sent to prospective and current customers by the advertisers. Message relating to products or service shall be transmitted to the customers or persons concerned. Media is the message carriers of an advertiser whose goal is to get the public to know him and his product or service.

Suppliers: The suppliers are external party that the advertising agency employees to assist with the advertising. If the advertising agency needs a production studio for and advertisement, the studio is an external part of the agency but is also involved in the process. Other suppliers are Web designers, Printers etc.

Regulators: Advertisements are regulated and controlled by special agencies, they safe guard the consumers and make sure the adverts are in accordance with the rules and regulation given. The overall body responsible for advertisement control in Nigeria is the Advertising Practitioners Council of Nigeria (APCON). All adverts must go through a screening process before they can be made public.

Consumers: This is the final destination; they are the individual or group that buys a product or service and use it for personal gains. They can make decisions whether or not to purchase an item. They are the end users in the distribution chain of goods and services. They also are the main reason for the entire advertising.

2.1.7 Advertising Media

Featherstone (1991) said that there are different media that can effectively be used for advertising, as mentioned below.

- i. Print advertising
- ii. Outdoor advertising
- iii. Broadcast advertising
- iv. Digital or Online Advertising

Print advertising: The print media have always been a famous advertising channel. A standard practice is to advertise products or services in the magazines or newspapers. In addition, print media further offer options for advertising purposes, such as fliers and promotional brochures. Both the newspaper and the magazine sell their advertising space according to the advertising space, the advertisement position (front / middle page) and the publication readership. In a fairly new and less popular paper for example, ads will be much less costly than putting an ad on a popular, high-reading newspaper. The prices of print adverts often rely on what they contain, for instance an advertisement with a glossy supplement costs much more than a supplement with a medium quality paper. Print media include: journals, magazines, booklets, pamphlets. and so on.

Newspaper advertisement: This print media advertising is the most common. They have high reach of audience and it is seen as an effective form of advertising; however, there are some limiting factors like cost of advertising, language and demography.

Magazines advertisements: They have high conversion rate and it is perfect for advertising to influential class of audience. However, advertising in magazines are very expensive due to the superior level of print material and also target audiences.

Newsletter advertisements: Newsletters are periodicals that are sent out to interested parties via mail or email. newsletter promotion may be a good way to target a specific audience because of low prices and efficient reach.

Brochures: This is mainly geared toward educating the buyer in-depth regarding the product or service that's being advertised.

Outdoor advertising: Outdoor advertising is also a common form of marketing, which uses many techniques and technology to attract customers outdoors. Outdoor advertising is widely used as an example:

- i. **Banners and Billboards.**
- ii. **Point of sale display**
- iii. **Kiosk and bus stops**
- iv. **Transport advertising and wraps**

The advertisement on billboards is very common but it must be good and creative to get the passers-by's attention. The kiosk offers not only a convenient outlet for the goods of the business, but also a powerful marketing tool. It's an ideal marketing opportunity to plan many activities or to fund certain activities. The company will organize exhibits or even trade shows to sell its goods. If not, the company may hold several events closely linked to its field. For example, a company manufacturing a mobile phone can sponsor a tech competition to advertise its products.

Broadcasts advertising: Broadcast advertising is a popular medium that includes several areas such as TV, radio and the Internet. Since it was introduced, television advertisements have been very successful. TV advertising cost is also based on the length of the advert, the transmission time (PRT) and, of course, the popularity of the TV channel on which the advert will be shown. The radio might have lost its charm to the new age media, but it is still for small advertisers to choose from. The radio jingles have been a popular media and have a great influence on the public, as many people still hear and embrace the popular radio jingles.

Klepper (2001) considers radio as the all-embracing media anywhere. One benefit of radio advertising is that it can carry information on products both in urban and rural areas, where electricity might not be available.

Television advertising: It is very useful in the creation of brand awareness and image. It is more beneficial as it can get to audiences who can't read.

Radio advertising: It is one of the most economical options available in advertising and has a high ROI. Choosing the right radio-station for your advertisement can help you get local or national target audience reach as per your preference.

Digital advertising: Being within the digital age where everyone is hooked to our smartphones or PCs, digital advertising is one of the most widely used strategies of advertising today. A right digital marketing campaign features a potentially unlimited reach and isn't restricted by any physical boundaries or limitations. It's additionally cost efficient in targeting specific group and passing you message accordingly

- i. **Internet**
- ii. **Social media**
- iii. **Video**
- iv. **Mobile Phones**

2.1.8 Concept of consumer behaviour

Consumer behavior is one of the topics that have been and it's still being studied by researchers and marketing experts. Researchers have given different reasons why consumer behavior seems to be the subject of many academics and researchers.

A common perception is that consumer behaviour has become a factor that has a direct impact on the overall performance of the company (Kotler and Keller, 2012). Another opinion indicates

that understanding customer behavior is important especially because of heavy global competition in the retail sector (Lancaster et al 2002).

Consumer behavior can be defined as the processes and activities that people engage in finding, selecting, purchasing, using, evaluating and disposing of products and services to meet their needs and want belch and belch (2017).

It should be noted that the basic study of consumer purchasing behavior is to find out how individuals, groups, or organizations have selected, purchased, used, and disposed of products and agents. B. Their previous experience, preference, quality, and the branding on which consumers rely on their purchasing decisions (Kotler & Keller, 2012).

A similar study on consumer buying behavior was conducted by Acebron et al. (2000). The aim of this analysis was to examine the effect on the buying behaviour of fresh foods of prior experience. In their studies they used the structural equation model to identify the relationship between customer buying behaviour and previous experience. Their findings indicate that personal habits and past experience with consumers have a direct impact on the buying decision of a consumer in the fresh food example. They also found that the image of the product has an important impact on the consumer's purchasing decision and recommended continuously improving the product image so that the consumers could be encouraged to buy them.

Successful impact on customer behaviour depends on how well you understand customer behaviour. Marketers need to know what their customers are trying to achieve. There is a need to know how consumers gather their information to select among brands and how they make purchase decisions.

Foxall (1993) notes that a strictly activity approach, that depends on ascertained results as a method to infer the top results of human IP ought to be supplemented by associate degree biological process clarification. He suggests that evolution could be a causative mechanism that accounts for choice or a choice by consequence. The expertise of results of previous and similar behaviour (operant conditioning), environmental influences, and cultural changes ought to be thought-about so as to elucidate and predict changes in client behaviour. The argument is thus, that the principle of choice by environmental consequence can enhance behaviourist thinking during a selling context. Advertiser's primary aim is to get prospective customers and influence their awareness,

perspective and purchase behaviour. They pay a great deal of money to make people (consumer) curious about their product. To be successful, they need to know what drives potential customers to behave the way they do (Ayanwale et al 2005).

2.1.9 Advertising and Consumer Behaviour

Proctor et al (1982) stated that the main objective of the analysis of buyer behaviour is to discover why the consumer acts the way they do under certain conditions. It seeks to look at the factors influencing shoppers' behaviour, especially in the economic, social and psychological aspects, which may indicate the most preferred shopping complexes chosen by management theory has sought-after to determine relationships between commercialism costs, sales achieved and consumer's income; equally, advertising expenditure is often compared with sales. Throughout its research into food beverages, Ayanwale et al (2005) suggested that quality and advertisement are the key drivers of the product's performance. This implies that price and other variables do not appear very important for consumers, provided that the quality of the product is maintained and the brand is supported by heavy ads, which remind and convince consumers to purchase. The results of the study additionally showed that advertising of assorted types served as the major supply of awareness to customers. Mixtures of various media, each electronic and print are used in advertising. However, tv was seen because the most potent and result medium that most shoppers like. this means that tv as a medium of advertising a product, has additional impact on the shoppers compared with the other media getting used for identical purpose (Ayanwale et al 2005).

There has been an argument in deciding whether advertising primary role is informative or persuasive. Gaibraith (1969) believes that advertising influences and persuades the buyer to form purchases only if the consumer doesn't understand what they need. He contended that the very fact desires can be synthesized by advertising, catalysed by acquisition and formed by distinct manipulations of advertisers, shows that the requirements aren't terribly pressing. Notwithstanding, there are some advertising themes that are terribly persuasive and have the facility to govern the inclinations in whole loyalty. White (1969) posited that the persuasive part in advertising, that is that the major influence of advertising, seems to be felt within the space of client perception of the whole. Therefore, whole image is that the major organizing construct through that the buyer is radio-controlled towards perceiving unified pattern of

stimulation. Birdwell (1968) expressed that pictures are the formalized impressions residing consciously or unconsciously within the minds of the people with relevancy given subjects.

Loudon and Bitta (1994) aforementioned there are generally 2 models on the results of advertising in consumer buying behaviour, namely:

- Advertising as a powerful persuasive force
- Advertising as a tool for competition.

Advertising as a powerful persuasive force: This is the intuitive view, deep-rooted within the collective mind, despite being criticized for the last three decades by different eminent teachers (ISBA,2004). Proponents of this view are invariably important of advertising. They contend that correct information concerning customers – however they purchase, why they purchase, wherever they obtain and what they buy makes no sense since it's possible to control pitiful consumers into parting with their cash reciprocally for product they do not want.

These sorts of model have survived despite varied empirical studies showing the read of advertising as a powerful persuasive force is basically supported. an alternate read of advertising was later planned by students, suggesting a way weaker and fewer inevitable and uneven impact on customers (ISBA 2004).

Advertising as a tool for competition: For over thirty years, a substantial range of teachers have declared that the strong force theory doesn't apply all told market sectors. These scholars counsel that once it involves selling of often purchased product (such as food or drink mature markets), volumes of advertising simply replicate an effort to keep up a market share in competitive, however fragmented markets like within the case of Honeywell flour x mills Plc. The whole volume of advertising doesn't have an effect on the total market size (ISBA 2004) The simple nonetheless extremely complicated reality is that advertising works in numerous ways in which and to different effects, counting on several intrinsic and extrinsic variables. Advertising takes advantage of the subconscious, mind because it creates its messages. By appealing to components of the subconscious that is on the far side the typical person's management, advertising will influence

the aware mind. The impact that advertising is attempting to realize is to influence a person's aware deciding by appealing to the subconscious. It's attempting to urge that person to make a decision to shop for (Bovee and Arens, 1992).

2.2.10 Effect of Advertising on Consumer Behaviour

A business regardless of the scale has to advertise and promote to draw in customers. but that doesn't mean you'll simply place out your messages and begin counting the new client. according to the Deja et al (2016)

Advertising affects consumers in the following ways:

- i. **Increased awareness:** Advertising provides a brand-new function to customers and viewers of adverts to enable them find out about new product and services offered to them. It provides facts regarding approval or disapproval of a product and client behaviour at this stage encompasses expression of curiosity.
- ii. **Analysis of Features:** customers have a rational response to advertising after they check out the options of a product or service. This response focuses on a logical listing of all the incomplete aspects of the providing. This exhibits an intellectual response, instead of an emotional one.
- iii. **Evaluation of advantages:** Advertising build customers to showing emotion concerned in deliberation of benefits. Once customers identify the product or service it will make them happier. It improves their lives or provides them pleasure. This part of customers' responses is irrational and might result in impulse buying and competition to get product.
- iv. **Reminders:** continual advertising messages have an effect on consumer behaviour. This repetition is a reminder to the consumer that stems from reminders. It includes suddenly thinking a product whereas looking and making call to shop for it.

2.2 Theoretical framework

2.2.1 The pavlovian learning model

The Pavlovian theory of learning has its origin in the experiments of the Russian psychologist, Ivan Pavlov, who conducted his experiments by ringing a bell each time before feeding a dog. Pavlov soon discovered that he could induce the dog to salivate by ringing the bell regardless of whether or not food was offered to the dog. From this experiment, Pavlov could conclude that learning occurred due to a process of association and that a large component of human behaviour was conditioned in this way. The result of the research led to a stimulus-response model of human behaviour, based on four central concepts, namely drive, cue, response and reinforcement.

The four concepts are discussed below

Drive: In the pavlovian learning model, drive is called "necessity" or "motivation." It is a personal feeling that drives the process

- a) . Psychologists distinguish the drive into two, namely primary psychological and learned drives. Primary psychological drives include basic factors of human, such as thirst, pain, hunger and cold. Learned drives, are derived socially, factors like co-operation and acquisitiveness.
- b) Cue: Cues are often seen in the person and the world as weaker triggers, and can determine where, when, and how a subject is reacting. For example, a mobile phone advertisement may act as a cue that triggers the drive to communicate. The response will be influenced by this cue as well as other cues, such as duration of battery and availability of features (internet, camera, etc.)
- c) Response: Response implies a reaction to the configuration of the cues. However, it should be noted that the exact configuration of the cues does not always trigger the same response. The same answer depends on the extent to which the experience has been satisfying.
- d) Reinforcement: A rewarding experience may result in the reinforcement of a specific response. It is therefore presumed that the tendency is established where the same answer

is replicated when the same configuration is used the cues appear. However, if the learned response or habit is not reinforced, the habit can finally be extinguished because of the severity of the habit decreases.

It is important to remember that, as opposed to extinction, forgetfulness occurs when experienced associations are weakened by non-use and not by lack of Reinforcing.

The pavlovian model makes no claim to provide a complete theory of consumer behaviour because of the omission of social influences, perception and also the subconscious influences considered to be vital phenomena. The model does, however, contribute to advertising by providing insights to the marketer concerning consumer behaviour and advertising strategy. An example of the quality of the model for the marketer would be the introduction of whole new brand into an extremely competitive market. The organisation may arrange to type new habits for its new whole by extinguishing existing brand habits. A challenge to the organisation will be to persuade consumers to try the new brand by deciding between xusing strong and weak cues. Though sturdy cues, for example, samples of the product, perhaps the more expensive alternative, it usually is that the desired approach to focus on markets defined by high whole additionally of importance, considering the reinforcing element of the model is that decent quality ought to be engineered into the whole to form positive expertise. additionally, to the above, it should be useful to determine the most effective cues in leading brands.

The second area, according to Kotler, in which the pavlovian model provides insight (in Gould, 1979: 38), is within the type of guidance for advertising strategy. The model emphasizes repetition in advertising because while an exposure may be a weak cue, it is rare that a person's consciousness is sufficient to induce a drive, as discussed in the model. Repetition in advertising has two attractive effects (in Kotler, Gould; 1979: 38). Repetition (or frequency of association, in line with Belch & Belch, 2001: 125) firstly combats forgetting and second provides reinforcement since the consumer becomes selectively exposed to advertisements of the product after purchase. As a closure to the worth of the model offered to the market, guidance is provided to advertising copy, since so as to be effective, a billboard

ought to arouse strong drives in a person. Marketers ought to so establish the strongest product-related drives, as an example, hunger is also known for candy bars and standing for automobiles.

2.2.2 Learning model

In order for the learning model to influence, the idea that persuasive material should convey and convey the message in the message must first be understood. The impact of this scenario is mainly related to the way attitudes are developed and created. According to this approach, attitudes are observable responses and they are relevant to implementation processes (Allport 1935; Doob, 1947). These processes may involve Pavlovian classical conditioning, that is, the repeated co-appearance in time and space of a neutral stimulus with another stimulus that elicits a strong response, which in turn leads to a perceived connection between the two stimuli (i.e. , learning) so that the initially neutral stimulus alone comes to induce the response even in the absence of the original (unconditioned) stimulus. The attitudes individuals shaped after the conditioning procedure towards the nationalities drastically reflected the valence of the adjectives with which the nationalities had been presented, thus eliciting the conditioned response. Similarly, Zanna et (1970) found that participants formed a less favourable attitude toward a previously neutrally rated word (conditioned stimuli) when this word preceded the onset of an electric shock Although such studies on mindset formation has attracted grievance due to its susceptibility to opportunity motives primarily based totally on call for, it cannot without problems be dominated out in research that hired more For example, Berkowitz and Knurek (1969) followed Staats and Staats' design but in preference to nationalities paired persons' names ('Ed' and 'George') with the same In an ostensibly unrelated experiment, participants met two confederates with the same names and rated their behaviour in a way that reflected their previous conditioning.

2.3 Empirical Review

Kumar (2011) made a research on the impact of advertising on consumer behaviour with special reference to Nestle Limited. It was discovered that advertising together with the company's image to influence the consumer buying behaviour. He also found that consumer purchase is influence

by the quality and price of good or service. Nazwaz and Ahmed (2015) conducted a study on the influence of advertising on consumer buying behaviour. They examined how emotional reactions are generated after seeing effective advertising. He used 300 sample themes for this research. They found that activities presented in the advertisement could affect and change

Rizwana and Sana (2016) carried out a research on the impact of Billboard advertisement on consumer buying behaviour. They examined how consumer behaviours are influenced by billboard. They came to a conclusion that if the message is clear, simple, precise and billboard is properly located then people's buying behaviour is influenced. This study also show that attractive billboard and strategic location have more influence on buying behaviour. Kenneth and Donald (2010) mentioned that advertising is an important part of marketing strategy. The aim is to promote business and communicate messages they want to send to the intended audience, particularly with the aim of boosting sales or making the audience conscious of the product or service made by the organization. Advertising helps to create the customers initial impressions on one's business; it will solely attract new customers if only it's done properly Ogbodoh (2000). It is generally known that this idea does not exist, because there is nothing, we are unaware of, and these advertisements are of relatively modern origin. The history of advertising, as quoted in Baker (2006), has observed that it is often assumed that advertising actions take place recently. It is generally believed that there is no basis for the existence of this theory, because there is nothing that we are unaware of and that advertising is relatively. According to Okigbo (2007), advertising is such an important part of our lives that it is often overlooked. As soon as it is considered acceptable, it is an inevitable addition to modern media. Mentioned in Tony (2006), Dickworth (2005) described how advertising and how it really works has become a sacred grinder for analysts. In order to make it popular or to make it work effectively, advertising needs to influence people's attitudes about the brand in order to create the necessary behaviour. In order to distinguish brands from their competitors, the function of advertising is to give added value and bring customer closer to the brand. This can be a powerful persuasive view of advertising. Barnard and the author (2008) argue that many advertisements do not embody overtly differentiated messages or values and those that do not yet have a major impact on how people feel or accept the brand. They also claim that the testing method of many brands is

changing. They also argue that customer attitudes towards a brand are somewhat similar to those of some of their customers' competing brands (Tony, 2006).

While Abernethy and Franke (2006), argues that the evidence on consumer attitudes toward advertising shows that consumer prefer advertising that helps in decision making, giving information that differentiate a brand from its competitor which has tendency to increase industrial growth Abernethy and Frank (2006). Most advertising seeks to drive sale of a product or service. In many cases, such advertising seeks to enhance current attitudes through explaining how the product is suitable for appropriate user's existing needs or lifestyle (Tony, 2006). Marcedo (2009) discovered that advertising is a sophisticated way, as a result attracts people easily. Adverts however, make people anxious to get more and more things to buy and may feel they don't need those things. People always want more and consume more than they need. Advertising create awareness for a product or service on the market. Therefore, it may stimulate the economy, creating new jobs, this being a good source of income for companies, families and countries. Moreover, it is a unique way of entertaining people and also enhance people's creativities. A popular culture media (2004) studied that advertising is the promotion of a product or service and is extremely persuasive in modern society and it maximizes sales. Advertising unfolds the idea about products or service which might be of a little or no use to the customer and potential buyers.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter gives an outline of research methods that were followed in the study. The chapter gives information on the design of the research, the population, the sampling technique, research instrument, sample size, validity of research instrument, method of data analysis and data collection procedure.

3.2 Research Design

Research design is the framework and strategy of the investigation designed in order to collect data to address the research question, which will allow the researcher to evaluate the research questions for the final conclusion of the study. The research design for this study is descriptive survey research. The design allows the researcher to explain the event in question by using the resulting data to describe and predict the situation. For reliability and validity of a survey, it is important that the questions are constructed properly

3.3 Population

Population refers to the complete group of individuals, events, or objects of interest that a researcher needs to analyse. It forms the idea from which the sample or subjects are going to be drawn (Bryman& Bell 2011). The population of focus in this study comprises mobile phone patrons in the computer village market, Ikeja, Lagos state. Estimated number of patrons in the Ikeja market daily is about 1 million, which set as the population of the study.

3.4 Technique

The main purpose of sampling is to select a small portion of the whole population so as to make reference to the population. It is one of the most significant factors deciding the accuracy of the results of your research / survey. If something goes wrong with the sample, it will be directly reflected in the final result. There are a number of techniques that allow us to obtain a sample, depending on the need and the situation. The sample technique adopted for this study is “Random sample technique”, the reason for this choice of sampling is because the distribution of questionnaires is not directed to a certain group of people. However, people are selected at random (customers of computer village Ikeja) and this gives each participant an equal chance of being selected.

3.5 Sample Size

Sample size is the number of completed responses obtained from your survey. It is called a survey because it is only part of a group of people (or target population) whose thoughts or actions you care about. One way of sampling, for example, is to use a "random sample," where respondents are selected entirely by chance from the general population. The sample size for this study is 250 male and female adult patrons of the Computer Village in Lagos, Nigeria.

3.6 Research Instrument

Questionnaire is used as the method of data collection. The instrument is carefully prepared and structured. A multi-stage sampling technique was used and two hundred and fifty copies of questionnaires are going to be distributed to mobile phone customers in the computer village, Ikeja, in different shops. The question is sub divided into 2 – personal data and research questions. The questions will be presented in tabular forms.

3.7 Validity and Reliability of Research Instrument

Validity is a symbol of how far a measurement device measures what it should measure. In order to validate the instrument, the instrument was tested by the supervisor to ensure that the instrument met the material validity criteria.

3.8 Data Collection Procedure

The researcher administered the questionnaire to the respondents who are mobile phone consumers in computer village, Ikeja. Lagos state. In addition, the questionnaire was administered on a person-to - person basis and copies of the questionnaire were obtained on-site after administration. This means that the total number of questionnaires handled is the same as that recovered. The researcher also participated to answer potential oral questions from the participants and to provide guidance on how to complete the questionnaire.

3.8 Method of Data Analysis

For data analysis, descriptive and inferential statistical tools for measuring data will be used to analyse the data collected. This cannot be achieved without careful coding of the data obtained. Frequency and percentages will also be used to classify the data to see the general characteristics

of the sample being analysed and to address research questions. Additional data for further review of results will be generated by secondary data and analytical sources.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter presents the results of the analysis in line with the research questions put forward in the study in order to make a valid conclusion on the stated problem in the research topic: Influence of Billboard Advertising of Mobile Phones on consumer Buying Behaviour and preference. It also focuses on the presentation, analysis and the interpretation of the data collected from the field survey. Descriptive statistics, including frequency count, simple percent and data collected were analysed to determine their authenticity and validity. A total of two hundred and fifty (250) copies of the research questionnaire were administered in the. The data generated from the field study are presented in tables and subsequently, and results are discussed under each table.

4.2 Data Analysis

4.2.1 Demographics Data of Respondents

Table 4.2.1: Gender Distribution of respondents

| SEX | FREQUENCY | PERCENTAGE (%) |
|--------------|------------------|-----------------------|
| Male | 137 | 54.8 |
| Female | 113 | 45.2 |
| TOTAL | 250 | 100 |

Source: Field Survey (2020)

Table 4.2.1 shows that 137 of the respondents which represents 54.8percent of the population are male while 113 respondents which represents 45.2percent of the population are female. That is, male respondents are more than female respondents.

Table 4.2.2: Distribution of the Respondents by Age

| AGE | FREQUENCY | PERCENTAGE (%) |
|--------------------|------------------|-----------------------|
| 18- 25years | 158 | 63.2 |
| 25 – 35 years | 63 | 25.2 |
| 35 – 45years | 21 | 8.4 |
| 45 years and above | 8 | 3.2 |
| Total | 250 | 100 |

Source: Field Survey (2020)

Table 4.2.2 says that 158 respondents which represents 63.2 percent of the population are between 18-25 years, 63 respondents which represents 25.2 percent of the population are between 25-35 years, 21 respondents which represents 8.4 of the population are 35-45 years, 8 respondents which represents 3.2 of the population are 45 years and above.

Table 4.2.3: Distribution of the Respondents by Marital Status

| Marital Status | FREQUENCY | Percentage (%) |
|-----------------------|------------------|-----------------------|
| Single | 216 | 86.4 |
| Married | 31 | 12.4 |
| Divorced | 3 | 1.2 |
| Total | 250 | 100 |

Source: Field Survey (2020)

Table 4.2.3 says that 216 respondents which represents 86.4 percent of the population are single, 31 respondents representing 12.4 percent of the population are married, 3 respondents representing 1.2 percent of the population are divorced.

Table 4.2.4: Have you seen any billboard advertising of a Mobile phone Brand?

| STATUS | Frequency | Percentage (%) |
|---------------|------------------|-----------------------|
| YES | 218 | 87.2% |
| NO | 32 | 12.8% |
| TOTAL | 250 | 100 |

Source: Field Survey (2020)

Table 4.2.4 says that 87.2% of the respondents have seen billboard advertising of mobile phone brand and =12.8% have not seen any billboard advertising of mobile phone brand.

Table 4.2.5: How often respondents get exposed to Mobile brands billboard advertising

| STATUS | FREQUENCY | PERCENTAGE (%) |
|---------------|------------------|-----------------------|
| FREQUENTLY | 101 | 40.4 |
| SOMETIMES | 131 | 52.4 |
| NEVER | 18 | 7.2 |
| TOTAL | 250 | 100 |

Source: Field Survey (2020)

Table 4.2.5 says that 40.4% of the respondents are frequently exposed, 52.4% of the respondents are sometimes exposed and 7.2% are never exposed to mobile brands billboard advertising.

4.2.2 Data Analysis to Answer Research Questions

Research Objective 1: To examine the role of billboards advertisements in creating awareness about mobile phone brands;

Research Question 1: What is the role of billboard advertising in creating awareness about mobile phone brands?

Items 1 to 3 of the questionnaire are related to the first objective and research question of this study. Data generated from responses are presented as follows.

Table 4.2.6: Role of Billboard advertising in creating awareness about mobile phone brands

| | | SA | A | U | D | SD |
|-----------|---|---------------|----------------|--------------|-------------|-----------|
| 1. | Billboard advertising is an effective medium for brand introduction | 69 (27.6%) | 148 (59.2%) | 30 (12%) | 3 (1.2%) | 0 (0%) |
| 2. | Billboard advertising help in the promotion of mobile brands | 80 (35.2%) | 143 (57.2%) | 19 (7.6%) | 0 (0%) | 0 (0%) |
| 3. | Billboard advertisements help in mobile phone brand building | 72 (28.8%) | 153 (61.2%) | 22 (8.8%) | 3 (1.2%) | 0 (0%) |
| 4. | Billboard advertisements help in mobile phone brand recognition | 78 (31.2%) | 148 (59.2%) | 21 (8.4%) | 3 (1.2%) | 0 (0%) |

Source: Field Survey (2020)

Table 4.2.6 above says 27.6% of the respondents strongly agree that Billboard is an effective medium for brand introduction, 59.2% of the respondents agree while 12% are undecided and 1.2% of the respondents disagree.

From the table above 35.2% of the respondents strongly agree that Billboard advertising help in the promotion of mobile brands, 57.2% of the respondents agree and 7.6% of the respondents Undecided.

From the table above 28.8% of the respondents strongly agree that Billboard advertisements help in mobile phone brand building, 61.2% of the respondents agree, 8.8% of the respondents Undecided and 1.2% of the respondent disagree.

From the table above 31.2% of the respondents strongly agree that Billboard advertisement help in mobile phone brand recognition, 59.2% of the respondents agree, 8.4% of the respondents Undecided and 1.2% of the respondent disagree.

Research Objective 2: To determine the impact of billboard advertising in stimulating purchase desire among the audience about mobile phone brands;

Research Question 2: To what extent does billboard advertising stimulate purchase desire among the audience?

Items 4 to 7 of the questionnaire are related to the second objective and research question of this study. Data generated from responses are presented as follows.

Table 4.2.7: extents to which billboard advertising stimulate purchase desire among audience

| | | | | | | |
|-----------|--|---------------|----------------|---------------|-------------|-----------|
| 4. | Billboard are used for mobile brands promotion because it stimulates a purchase desire among audience | 70 (28%) | 145 (58%) | 31 (12.4%) | 4 (1.6%) | 0 (0%) |
| 5. | Billboard advertising helps mobile phone brands get to its target audience | 74 (29.6%) | 149 (59.6%) | 22 (8.8%) | 5 (2%) | 0 (0%) |
| 6. | Billboard advertising are important in the creation of awareness and in showcasing mobile brands | 85 (34%) | 145 (58%) | 17 (6.8%) | 3 (1.2%) | 0 (0%) |
| 7. | Does Billboard advertising help mobile phone brands attract new customers and help to maintain its customers | 83 (33.2%) | 124 (53.6%) | 23 (9.2%) | 10 (4%) | 0 (0%) |

Source: Field Survey (2020)

Table 4.2.7 above says that 28% of the respondents strongly agree that Billboard are used for mobile brands promotion because it stimulates a purchase desire among audience, 58% of the respondents agree, 12.4% of the respondents undecided and 1.6% of the respondents disagree.

From the table above 29.6% of the respondents strongly agree that Billboard advertising helps mobile phone brands get to its target audience, 59.6% of the respondents agree, 8.8% of the respondents undecided and 2% of the respondents disagree.

From the table above 34% of the respondents strongly agree that Billboard advertising are important in the creation of awareness and in showcasing mobile brands, 58% of the respondents agree, 6.8% of the respondents undecided and 3% of the respondents disagree.

From the table above 33.2% of the respondents strongly agree that Billboard advertising help mobile phone brands attract new customers and help to maintain its customers, 53.6% of the respondents agree, 9.2% of the respondents undecided and 4% of the respondents disagree.

Research Objective 3: To ascertain the influence of billboard advertising on brand preference among the audience about mobile phone products;

Research Question 3: What is the influence of billboard advertising on brand preference among the audience about mobile phone products?

Items 8 to 11 of the questionnaire are related to the second objective and research question of this study. Data generated from responses are presented as follows.

Table 4.2.8: Influence of billboard advertising on brand preference among the audience about mobile phone products

| | | | | | | |
|------------|--|----------------|----------------|--------------|--------------|-------------|
| 8. | Billboard advertising of mobile phone products makes impact on the brand preference of consumers | 70 (28%) | 150 (60%) | 19 (7.6%) | 9 (3.6%) | 2 (0.8%) |
| 9. | Billboard advertisement helps audience in the recognition of mobile phone brands | 101 (40.4%) | 125 (50%) | 19 (7.6%) | 3 (1.2%) | 2 (0.8%) |
| 10. | Billboard advertisements affects consumer preference of mobile phone brands | 56 (22.4%) | 159 (63.6%) | 24 (9.6%) | 11 (4.4%) | 0 (0%) |
| 11. | Consistency in billboard advertising influence consumers brand preference of mobile phone brands | 98 (22%) | 120 (52%) | 28 (10%) | 4 (6%) | 0 (0%) |

Source: Field Survey (2020)

Table 4.2.8 above says that 28% of the respondents strongly agree that Billboard advertising of mobile phone products makes impact on the brand preference of consumers, 60% of the

respondents agree, 7.6% of the respondents undecided, 3.6% of the respondents disagree and 0.8% of the respondents strongly disagree.

From the table above 40.4% of the respondents strongly agree that Billboard advertisement helps audience in the recognition of mobile phone brands, 50% of the respondents agree, 7.6% of the respondents undecided, 1.2% of the respondents disagree and 0.8% of the respondents strongly disagree.

From the table above 22.4% of the respondents strongly agree that Billboard advertisements affects consumer preference of mobile phone brands, 63.6% of the respondents agree, 9.6% of the respondents undecided and 4.4% of the respondents disagree.

From the table above 39.2% of the respondents strongly agree that Consistency in billboard advertising influence consumers brand preference of mobile phone brands, 48% of the respondents agree, 11.2% of the respondents undecided and 1.6% of the respondents disagree.

Research Objective 4: To evaluate the influence of billboard advertising on buying behaviour among the audience about mobile phone brands;

Research Question 4: What influence does billboard advertising have on consumer buying behaviour among the audience about mobile phones?

Items 12 to 15 of the questionnaire are related to the second objective and research question of this study. Data generated from responses are presented as follows.

Table 4.2.9: Influence of billboard advertising on consumer buying behaviour among audience about mobile phones

| | | | | | | |
|------------|---|---------------|----------------|---------------|-------------|-------------|
| 12. | Billboard advertising of mobile phone brands attracts target audience | 79 (31.6%) | 140 (56%) | 28 (11.2%) | 3 (1.2%) | 0 (0%) |
| 13. | Billboard advertising of mobile phones brands stimulates interests of the audience | 90 (36%) | 133 (53.2%) | 22 (8.8%) | 5 (2%) | 0 (0%) |
| 14. | Billboard advertising of mobile phones brands provokes desires of the audience | 69 (27.6%) | 140 (56%) | 30 (12%) | 7 (2.8%) | 4 (1.6%) |
| 15. | Billboard advertising of mobile phones brands prompts purchase action of the audience | 70 (28%) | 143 (57.2%) | 25 (10%) | 9 (3.6%) | 3 (1.2%) |

Source: Field Survey (2020)

Table 4.2.9 above says that 31.6% of the respondents strongly agree Billboard advertising of mobile phone brands attracts target audience, 56% of the respondents agree, 11.2% of the respondents undecided and 1.2% of the respondents disagree.

From the table above 36% of the respondents strongly agree that Billboard advertising of mobile phones brands stimulates interests of the audience, 53.2% of the respondents agree, 8.8% of the respondents undecided and 2% of the respondents disagree.

From the table above 27.6% of the respondents strongly agree that Billboard advertising of mobile phones brands provokes desires of the audience, 56% of the respondents agree, 12% of the respondent's undecided, 2.8% of the respondents disagree and 1.6% of the respondents strongly disagree.

From the table above 28% of the respondents strongly agree that Billboard advertising of mobile phones brands prompts purchase action of the audience, 57.2% of the respondents agree, 10% of the respondents undecided, 3.6% of the respondents disagree and 1.2% of the respondents strongly disagree.

4.3 Discussion of Findings

In the analysis above, the result shows that Billboard advertising is a tool to create brand awareness. it influences the audience buying behaviour and preference; and stimulate a purchase desire among the audience.

In Table 4.2.6 research question 1; What are the roles of billboard advertising played in creating awareness about mobile phone brands? The aim of this question, was to identify the role that the billboard plays in creating awareness about mobile phone brands. The results showed that 148 (59.2%) of the respondents strongly agree that billboard advertising is seen has an effective medium for brand introduction, 143(57.2%) of the respondents agreed that advertising help in the promotion of mobile phone brands, 153 (51.2%) of the respondents agreed that billboard advertisements help in mobile phone brand building, 148 (59.2%) of the respondents agreed that billboard advertisement help in mobile phone brand recognition. From the findings, it is seen that Billboard advertising have roles to play in creating awareness about mobile phone brands. The result is supported by the International Journal of Management analysis and Business Strategy (2013)

In Table 4.2.7 research question 2: To what extent does billboard advertising stimulate purchase desire among the audience? The aim of this research question was to find out the extent to which billboard advertising stimulate purchase desire among the audience. The results shows that 145(58%) of the respondents agreed that billboard are used for mobile brands promotion because it stimulates a purchase desire among audience, 149(59.6%) which is the majority of the respondents agreed that billboard advertising helps mobile phone brands get to its target audience, 145(58%) of the respondents agreed billboard advertising are important in the creation of

awareness and in showcasing mobile brands, 134(53.6%) of the respondents, agreed that billboard advertising help mobile phone brands attract new customers and help to maintain its customers. From the findings, it is seen that billboard advertising stimulate purchase desire among the audience.

In Table 4.2.8 research question 3: What is the influence of billboard advertising on brand preference among the audience about mobile phone products?

This question seeks to find out the influence of billboard advertising on brand preference among the audience about mobile brand. The results shows that 150(60%) of the respondents agree that billboard advertising of mobile phone products makes impact on the brand preference of consumers, 125(50%) which is majority of the respondents agreed that Billboard advertisement helps audience in the recognition of mobile phone brands, 159(63.6%) of the respondents agreed that Billboard advertisements affects consumer preference of mobile phone brands, 120(48%) of the respondents agree that consistency in billboard advertising influence consumers brand preference of mobile phone brands. From the findings, it is seen that the billboard advertising influence brand preference among the audience of mobile phone products. From the findings, billboard advertising definitely stimulates purchase desire among audience. Desires are stimulated as the billboard showcase mobile brand, as it gets to the target audience and as it reaches new audience.

In Table 4.2.9 research question 4: What influence does billboard advertising have on consumer buying behaviour among the audience about mobile phone brand?

The aim of this research question was to find out the influence billboard advertising have on consumer buying behaviour among the audience about mobile phone brands. The results show that majority of the respondents 140(56%) agreed that Billboard advertising of mobile phone brands attracts target audience, 133(53.2%) of the respondents agreed that Billboard advertising of mobile phones brands stimulates interests of the audience, 140(56%) of the respondents agree that Billboard advertising of mobile phones brands provokes desires of the audience, 143(57.2%) of the respondents agree that Billboard advertising of mobile phones brands prompts purchase action of the audience. From the findings, it is seen that billboard advertising of mobile phone brands

have an influence on consumer buying behaviour. It attracts the audience to the brand, stimulate the audience interest and desire, and finally prompt purchase.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section presents the summary, conclusion and recommendation for this study. It also gives recommendations and limitations faced in course of study.

5.2 Summary

The study examines the influence of billboard advertising of mobile phones on consumer buying behaviour and preference.

Chapter one introduces the background information concerning the research work and the statement of problem. The objectives of the study were listed showing the objectives to be achieved at the end of the study. The significance of study showed how the study would be important the study will be to companies, agencies, students of higher learning or interested persons. The scope of study explained the reach of the study.

Chapter two deals with existing literatures that are related to the study. This includes the definition of advertising, where advertising is defined by a non-paid presentation and recognized sponsor of the promotion of goods, services and ideas. Richards and Curran (2002) refer to advertising as "advertising is a form of paid, broker communication from an identifiable source, to persuade recipients to take action now or in the future."

Wilkie (1994) reports that advertising usually performs certain tasks within the framework of brands. Some of the roles of advertising as given by Wilkie are; advertising helps improve product or service sale, it expands brand markets, it establishes and maintain brand identity in the mind of consumer. Consumer behaviour can be defined as the process and activity in which people engage in the search, selection, purchase, use, evaluation, and disposal of products and services to meet their needs and desires Belch and Belch (2017).

It should be noted that the main study consumer buying behaviour is to know how people, groups or organisations, select, purchase, use and dispose of the products and factors such as their prior

experience, preference, quality, and branding on which the consumers make their buying decisions (Kotler and Keller, 2012). It should be noted that Success in influencing consumer behaviour depend on how well they understand the consumer behaviour. Marketers need to know the needs the customers are trying to satisfy. There is a need to know how consumers gather their information to select among brands and how they make purchase decisions.

Chapter three is on research methodology. In the research design, we would know that it's a survey research which purpose is to examine the influence of billboard advertising of mobile phones on consumer buying behaviour and preference. Under the sources of data collection, the researcher collected both primary and secondary data. For the population and sample, the population of study covers patrons of the computer village, Ikeja, Lagos, where a sample of two hundred and fifty (250) of the patrons were selected from the entire population. For data collection methods the researcher use questionnaire in collecting information from the respondents. In the method of data analysis, the researcher presented the data in tabular presentation based on percentages in analysing responses.

Chapter four involves data presentation and analysis; it is where data collected were tabulated using percentages to analyse each table. The results were further discussed.

Chapter five is on summary, conclusions and recommendation of the whole research work. For the summary, all the chapters were summarised chapter by chapter; the conclusion and recommendation. The recommendations were based on the findings observed before useful suggestions will be given as recommendations to companies, agencies, students and interested persons.

5.3 Conclusion

Based on the research conducted by the researcher, it revealed billboard advertising as one of the most important tools for product promotion. According to the research being studied, there is no doubt that billboard advertising promotes product and services, billboard creates awareness of product existence especially the newly introduced products. It is seen as an effective tool for brand

recognition. It is normally considered that impact of billboard on customer buying behaviour is usually depending on message format and location (Taylor, Franke and Bang, 2006). Billboard advertising generally influences consumer decision because it uses short, simple, persuasive and easily understandable contents, making it user friendly. Billboard advertising should be patronized by advertisers because it does not contradict other advertising messages, thereby it carries the same message on products and services with radio and television, etc. When researchers evaluate billboards advertisement its rate to influence customers is higher relative to other media because it delivers information affordably, attract potential customer that all in turn enhances sales (Taylor and Franke 2003 cited in Taylor, Franke and Bang, 2006).

5.4 Recommendations

Based on the findings and conclusion, the following recommendations are made:

- i. Advertisers, companies and agencies should patronize billboard advertising because it is powerful and intrude on the passer-by's consciousness. Billboard tends to function as reminder media.
- ii. Advertisers should carefully plan billboard advertisement content in a simple precise and persuasive way as the passer-by might not have time to stop by the billboard.
- iii. Billboard advertising should be used regularly by mobile phone brands as billboard serves as a reminder tool for the audience.

5.5 Contributions to Knowledge

At the end of the study, it is seen that billboard advertising has a large amount of influence of consumer buying behaviour and preference; with this advertisers, agencies and companies don't have to be bothered about their advertisement on billboard, because this study has explained the advantages of billboard advertising and how billboard advertising works on consumer buying behaviour and preference.

5.6 Limitations of the Study

When conducting this research, there were different challenges encountered which are time constraints that is the time which was meant for gathering of data and studying was not convenient; The covid-19 global pandemic also limited access to data and respondents.

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Appendix

Dear Respondent,

I, Olusesi Olayinka, a final year student of the Department of Mass Communication, Mountain Top University, Ogun state, am currently conducting an academic research on **“Influence of Billboard Advertising of Mobile Phones on Consumer Buying Behaviour and Preference”** Your honest response to this questionnaire is vital for this academic research. The information given will be treated with extreme confidentiality and will be used only for the purpose of this research work.

Thank You.

SECTION A: DEMOGRAPHIC CHARACTERITICS

1. SEX: (a) Male () (b) Female ()
2. AGE: (a) 15-19yrs () (b) 20-29yra () (c) 30-39yrs () (d)40-49yrs (e) 50yrs and above ()
3. Marital status (a) Single () (b) Married () (c) Divorced () (d) Separated ()
4. Have you seen any billboard advertising of a Mobile phone Brand?
(a) Yes (b) No
5. How often do you get exposed to Mobile brands billboard advertising?
(a) Frequently (B) Sometimes (c)Never

SECTION B: (PSYCHOGRAPHIC DATA)

Instruction: Please tick (✓) under the response with the most honest and accurate answers.
Key: SA=Strongly Agreed; A=Agreed; UN=Undecided; D=Disagree; SD=Strongly Disagreed

Research Question 1

What is the role of billboard advertising in creating awareness about mobile phone brands?

| | | | | | | |
|----------|---|-----------|----------|-----------|----------|-----------|
| 6 | Billboard advertising is an effective medium for brand introduction | SA | A | UN | D | SD |
| 7 | Billboard advertising help in the promotion of mobile phone brands | | | | | |
| 8 | Billboard advertisements help in mobile phone brands building | | | | | |
| 9 | Billboard advertisements help in mobile phone brand recognition | | | | | |

Research Question 2

To what extent does billboard advertising stimulate purchase desire among the audience?

| | | | | | | |
|-----------|--|-----------|----------|-----------|----------|-----------|
| 10 | Billboards are used for mobile brands promotion because it stimulates a purchase desire among audience | SA | A | UN | D | SD |
| 11 | Billboard advertising helps mobile phone brands get to their target audience | | | | | |

| | | | | | | |
|-----------|--|--|--|--|--|--|
| 12 | Billboard advertising are important in the creation of awareness and in showcasing mobile brands | | | | | |
| 13 | Billboard advertising helps mobile phone brands attract new customers and help to maintain its customers | | | | | |
| 14 | | | | | | |

Research Question 3

What is the influence of billboard advertising on brand preference among the audience about mobile phone brands?

| | | | | | | |
|-----------|--|-----------|----------|-----------|----------|-----------|
| 15 | Billboard advertising of mobile phone products makes impact on the brand preference of consumers | SA | A | UN | D | SD |
| 16 | Billboard advertisement helps audience in the recognition of mobile phone brands | | | | | |
| 17 | Billboard advertisements affects consumer preference of mobile phone brands | | | | | |
| 18 | Consistency in billboard advertising influence consumers brand preference of mobile phone brands | | | | | |

Research Question 4

What influence does billboard advertising have on consumer buying behaviour among the audience about mobile phone brand?

| | | | | | | |
|-----------|---|-----------|----------|-----------|----------|-----------|
| 19 | Billboard advertising of mobile phone brands attracts target audience | SA | A | UN | D | SD |
| 20 | Billboard advertising of mobile phones brands stimulates interests of the audience | | | | | |
| 21 | Billboard advertising of mobile phones brands provokes desires of the audience | | | | | |
| 22 | Billboard advertising of mobile phones brands prompts purchase action of the audience | | | | | |