

**INFLUENCE OF BILLBOARD ADVERTISING OF MOBILE PHONES ON  
CONSUMER BUYING BEHAVIOUR AND PREFERENCE**

**BY**

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**CERTIFICATION**

I certify that this work was carried out by Olusesi Olayinka Ayomide at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

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Signature and Date .....

## **DEDICATION**

I dedicate this research work to the God, whose strength and grace carried me through this undergraduate process. I also dedicate it to my parents especially my mum, whose love and effort has aided my pursuit of academic know-how.

## **ACKNOWLEDGEMENTS**

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## ABSTRACT

*The subject matter of this research work is to examine the influence of billboard advertising of mobile phone on consumer buying behaviour and preference. The main objective of this research work was to find out how billboard advertising of mobile phones influences consumer buying behaviour and preference. The theory used to further aid understanding of this project was the Pavlovian model and the learning model. The design used for the study is a descriptive survey method. It relies on structured questionnaire as an instrument of data collection. Four research questions were formulated to guide the study, from which the questionnaire was designed. 250 questionnaires were administered. From the analysed data, the researcher concludes that Billboard advertising has a role to play in creating awareness about mobile phone brands; billboard advertising stimulates purchase desire among audience. The researcher found out that billboard advertising influences preference because it showcases the brand to the audience, gets and maintain audience. The reoccurring aspect of billboard also make it possible. The researcher finds out that after attracting audience to the brand, billboard advertising give desire that prompt purchase from the audience. It was recommended that agencies, companies and businesses use billboard for advertising because it is a powerful in terms of reminder function. Billboard content should be carefully planned as it must be a simple and a very persuasive content.*

**Keywords:** *Billboard Advertising, Consumer Buying Behaviour, Consumer Preference, Influence, Mobile Phone.*