

Analytical study: Effect of advertisement at bus shelter times innovative media limited, Chennai

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Abstract

Advertising is a marketing approach that is used to raise product awareness in the minds of consumers so that they can make a purchasing choice. Marketers use mass communication tactics such as advertising, sales promotion, and public relations. Advertising in the mass media has an impact on audiences, but television has the broadest reach and is the most powerful medium for advertising. Advertising has the power to impact people's attitudes, lifestyles, and, in the long term, the culture of a country. In order to succeed in a consumer's market dominated by advertising, a corporation might boost the brand of their product by engaging in promotional activities. Advertisers' major goal is to reach out to consumers and impact their awareness, attitude, and purchasing behaviour. Advertising has the power to influence customer brand preference. It has an effect on customer behaviour. This study examines the consumer buying behavior via the influence of advertisement. For the purpose of this study, data of 23 participants had been collected focusing on the luxury product of pen and their preferences of the brand, color and price of the pen. The study is also analysing the importance of advertisement as well as its negative effect on the public. The purpose of the study is to understand the consumer buying behavior pattern

INTRODUCTION

Consumers make up the majority of the market. Their actions are dictated by their unique requirements. As a result, they frequently find themselves forced to choose between several items offered by corporations. Customers' primary purpose is to meet as many of their requirements as necessary through the act of purchasing the product they choose. Consumers, on the other hand, are influenced by a variety of circumstances, such as other similar products, which force them to either buy or give up on the product before reaching the decision point.

According to Jhangiani and Tarry, the primary goal of advertising, which is one of the components of the interaction, is to pique customers' attention and encourage them to buy a product by altering or improving their views on a cognitive, emotional, or behavioural level. Persuasion experts must understand how the information they present relates to the receiver's motives, requirements, and goals.¹ The way businesses and organisations connect with customers through advertisements has evolved over time, thanks to a variety of elements such as the printing press, radio, television, and social media.

As a result of the growth of communication technologies, businesses are not hesitant to invest in advertisements to reach their objectives. Advertising is now more adaptable than it has ever been. People are exposed to advertisements at all times and places, whether they like it or not, and sometimes without even realising it. The impact of the digital revolution on the advertising industry has significantly altered the impact and availability of social media material to a broader audience. It's all because of entertainment.² According to Haider and Shakib, entertainment has been highlighted as a primary promotional tactic for enhancing advertising effectiveness and influencing customers to buy.³ People live in a data environment, according to Herhold.

As a result, a company's chances of survival are slim if it does not market. People may believe that social media has essentially turned into a weapon and is now playing a significant role in advertising. The Internet and social media have profoundly altered the way businesses function, particularly the ways they utilize to generate public awareness of their goods and services. As a result, in today's congested media environment, advertisers are constantly looking for new ways to boost the impact and effectiveness of their advertisements.

ADVERTISING:

Advertising industry has a rich history that spans centuries, dating back to the early days of print media and signage. The following is a brief overview of the background and importance of the advertising industry.

In the early days of advertising, businesses would use print media, such as newspapers and magazines, to promote their products and services. Signage, such as billboards and storefronts, were also used to catch the attention of consumers. With the advent of radio and television in the 20th century, advertising took on a new dimension. Advertisers could now reach a wider audience with audio and visual content, creating a new era of mass marketing. In 1950s to 1960s are often referred to as the golden age of advertising. During this time, advertising agencies and brands created iconic campaigns that are still remembered today, such as the "Think Small" Volkswagen campaign and the "I'd Like to Buy the World a Coke" Coca-Cola campaign.

The rise of the internet in the 1990s, advertising took on a new form with the emergence of digital advertising. Display ads, search engine marketing, and email marketing were among the earliest forms of digital advertising. The proliferation of Smartphone's and social media in the 2000s and 2010s gave rise to mobile and social media advertising. Advertisers could now reach consumers on their personal devices, creating new opportunities for targeted advertising and engagement.

Bus shelter advertising is a form of out-of-home advertising that has its roots in the early days of public transportation. The following is a brief overview of the background and evolution of bus shelter advertising.

Public transportation, bus shelters were primarily used as a means of sheltering passengers from the elements. However, businesses soon began to realize the potential of these structures as a means of advertising their products and services. The earliest forms of bus shelter advertising involved static displays, such as posters and billboards that were affixed to the shelter walls. These displays were effective in catching the attention of passers-by and promoting products and services. In the 1980s and 1990s, transit authorities began to install standardized transit shelters across urban

areas. These shelters provided a uniform structure for advertisers to display their ads, and also provided greater comfort and convenience for passengers.

Due to evolution of digital technology, bus shelter advertising has evolved to include digital displays, such as LED screens and LED Backlit billboards. These displays allow for greater flexibility in messaging and can be updated in real-time. And in recent years, bus shelter advertising has become increasingly interactive and engaging. Advertisers are incorporating augmented reality, and these bus shelter advertising is evolved in major city such as Chennai, Trichy, Coimbatore and Madurai. Today, bus shelter advertising becomes popular and effective form of out-of-home advertising, offering a unique opportunity to reach consumers in high-traffic urban areas. As the industry continues to evolve, advertisers are likely to incorporate new technologies and creative approaches to create even more impactful and engaging bus shelter ads.

OBJECTIVES OF THE STUDY:

- To study the consumers' behaviours and attitudes toward advertisings at bus shelters.
- To explore the effect of bus shelters' advertisement on consumers in terms of awareness.
- To identify the main factors which make consumers recall advertisings at bus shelters.

NEED OF THE STUDY:

Advertising is the important part of business activities, it not only serves to convey information about products and services to consumers, but it also attempts to influence them on their purchasing decision. Bus shelter's advertisements are outdoors advertisings found throughout Chennai.

Therefore people are familiar with these kinds of advertisings because they see the advertisements every day when they commute. The investigation will focus on the effect of bus shelter's advertisements on passer-by consumers and identify the factors which influence them. This study is beneficial for consumers and the marketer to analyse the advertising strategy. This will help readers to understand the art of advertising in everyday life

SCOPE OF THE STUDY:

This study investigated the effect of bus shelter's advertisements on passerby consumers in order to identify the factor that makes consumers recall advertising. The instrument employed in the study consisted of two sets of questionnaires in English and in Thai. The questionnaire is divided in three parts: the personal data, the behaviour and attitude of consumers toward bus shelter's advertisement and factors that made consumers remember them. The questionnaires were randomly distributed to sixty passerby consumers in Siam Square, Siloam and Sokhumi areas. The respondents' ages were from 15 – 35 years old. These samples were the commuters who mostly travelled by public transportation especially by bus. Moreover, they were the groups who could make their purchasing decision.

RESEARCH DESIGN:

Research design refers to the overall plan or strategy that a researcher develops to answer their research questions or test their hypotheses. It is the blueprint or roadmap that guides the entire research process, from data collection to data analysis and interpretation. A well-designed research plan helps to ensure that the research is conducted in a systematic and rigorous way, and that the results are reliable, valid, and can be used to inform decision-making and policy development. Descriptive research is a type of research methodology used to describe and explain the characteristics of a particular phenomenon, situation, or group of people. It involves observing and measuring the variables of interest without manipulating them. Exploratory research is a type of research

methodology used to explore and gain a deeper understanding of a research problem, phenomenon, or concept. In this Study the research is done based on the existing phenomenon and it comes under Descriptive research Make them to recall and Exploratory research is to generate new ideas and insights that can be used to develop a more focused and detailed Marketing plan.

RESEARCH METHODOLOGY

Research is an intensive study in a particular field to achieve a better conclusion of a problem. Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. Research Methodology is a systematic way of solving the problem.

SOURCES DATA:

- Primary Data
- Secondary Data

PRIMARY DATA:

Primary data are information collected by a researcher specifically for a research assignment. In other words, primary data are information that is collected from the public (Commuters). The primary data was collected from the individual through questionnaires and by rolling out the Google forms at major places (Chennai, Trichy, Madurai, and Coimbatore).

SECONDARY DATA:

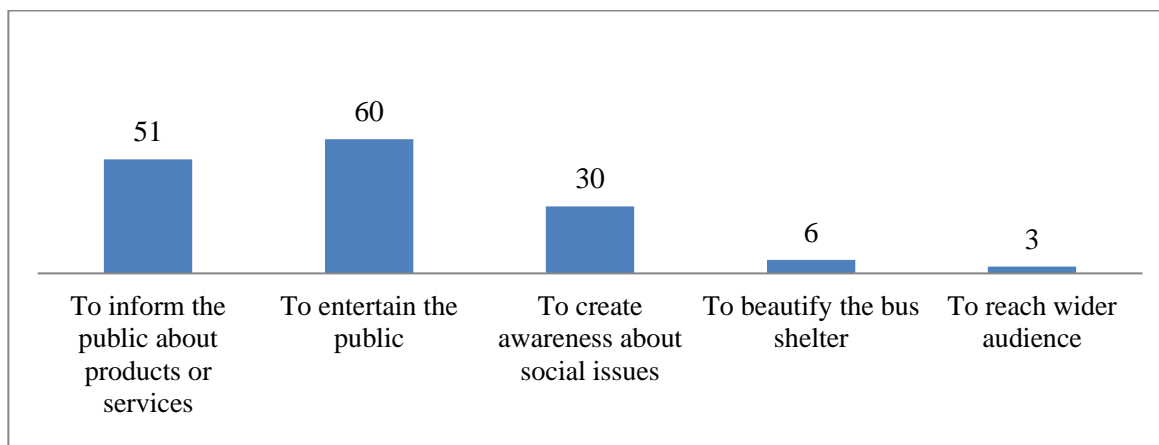
Secondary data are information collected from the company such as industry profile company profile, services information about various departments of the company and their inventories.

SAMPLING DESIGN:

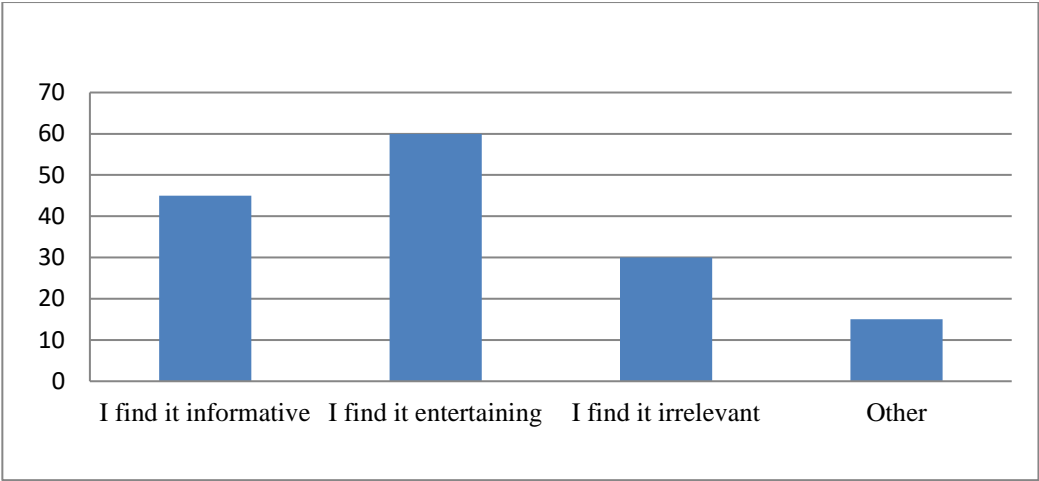
Sampling design is determined based on the population, sampling technique, sample size and the collected data.

DATA ANALYSIS AND INTERPRETATION

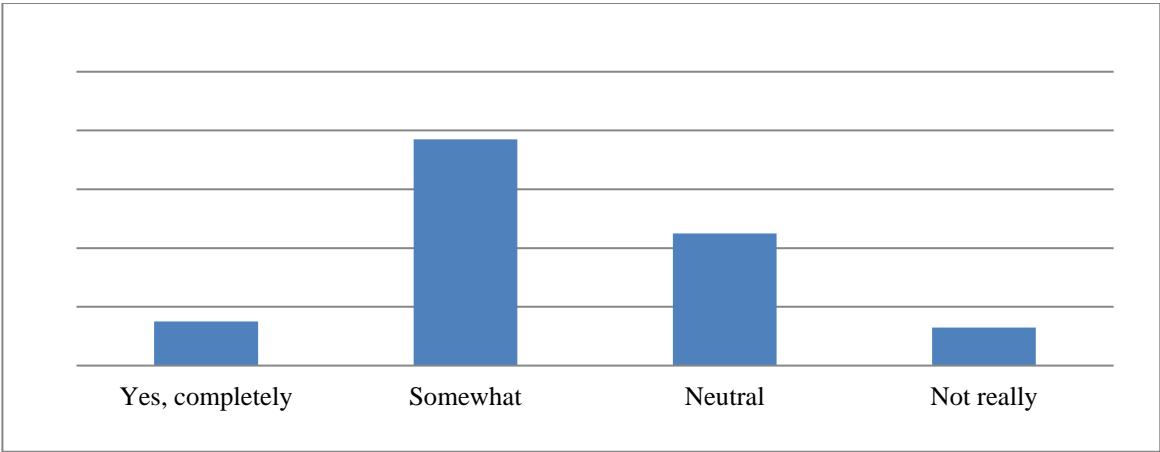
PURPOSE OF BUS SHELTER ADVERTISEMENT:



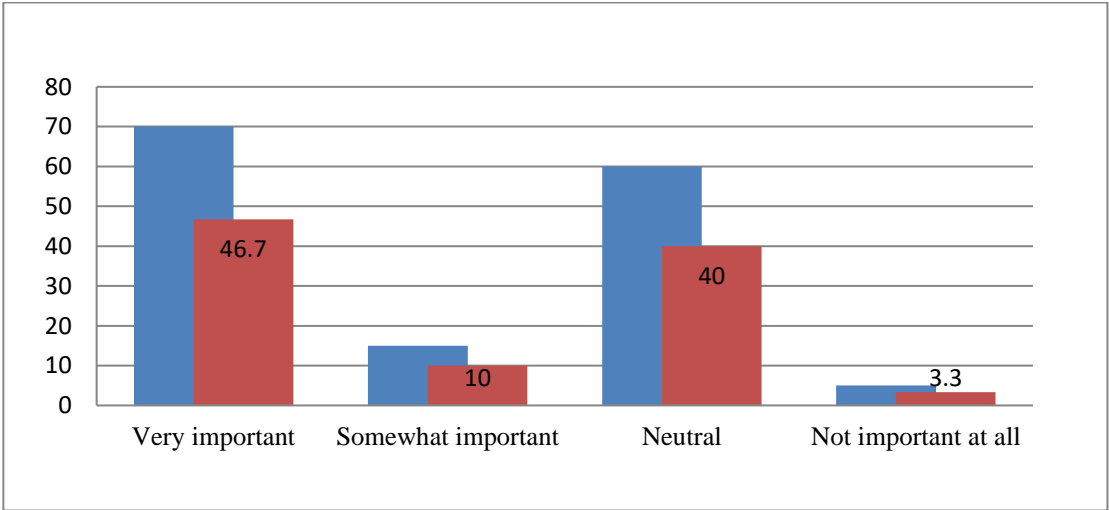
BUS SHELTER ADVERTISEMENTS:



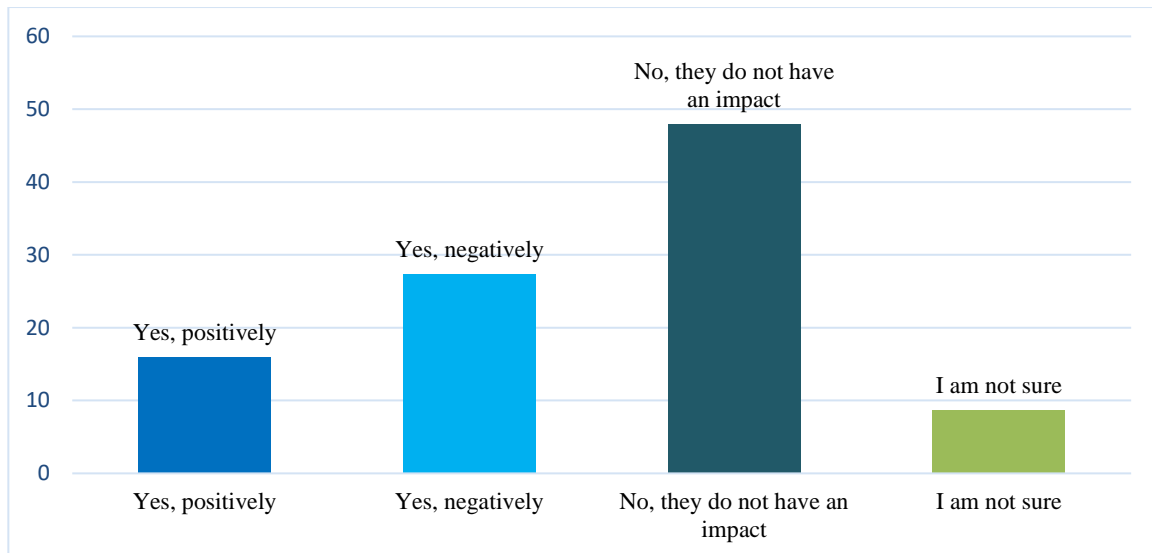
TRUST IN INFORMATION:



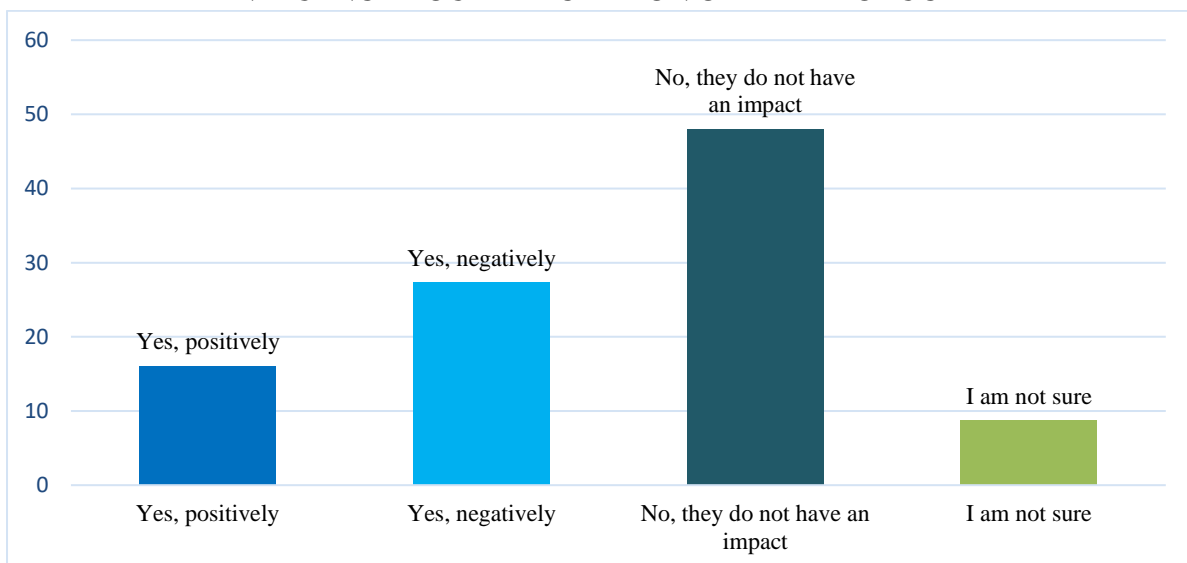
TRUST IN INFORMATION:



PERCEPTION OF THE PRODUCT ADVERTISED:



INFLUENCE YOUR PERCEPTION OF THE PRODUCT



FINDINGS

- 56.70% of respondents male are belongs to Chennai.
- 32% of respondents 30-40
- 32% of respondents are Student
- 32 % of respondents prefer Bus their frequent mode of transport.
- 19% of respondents prefer public transport daily.
- 49.3% of respondents notice Bus shelter advertisements Most of the time.
- 46% of respondents are mostly engaging with jewellery advertisements.
- 40% of respondents feel that the Entertain the public
- 40% of respondents I find it entraining
- 51% of respondents Somewhat
- 46% of respondents Very important
- 48% of respondents No they do not have an impact

- 58.7% of respondents suggested changing the advertisements every month to maintain their effectiveness
- 38% of respondents 10-15 Minutes
- 47% of respondents Combination of Both
- 58% of respondents Every Month
- 56% of respondents Eye-Catching Design

SUGGESTIONS

- Make Some Innovation with the 3D projection designs and attractive lightning for the Bus shelter advertisements to attract the public.
- The Advertisements should be with Eye-Catching designs.
- Since Bus shelter Advertisements was a legal medium the product demand will be high at low risk.
- People prefer that bus shelter advertisements are entertaining for they can promote media and entertainment advertisements.
- The Bus shelters can be shifted from low demand location to high demand Location.
- Providing plans based on their Branch Coverage and Bus shelters at Prime location.

CONCLUSION

Advertisements placed in bus shelters have been found to be effective in reaching a large number of people who use public transportation regularly. And people say that Hospital advertisements are the most engaging advertisement, such advertisements can generate brand awareness, promote the new service offered. Additionally, the location of the bus shelters advertisements is important with busy roads and near high-traffic areas, increases their visibility to a broader audience. Ultimately, the effectiveness of bus shelter advertisements depends on factors such as the quality of the ad, the placement of the shelter, perception of consumers towards bus shelters' advertisements is good they can recall up to 3-4 advertisements.

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