

## Images Roles Assessment on Billboard Advertisement towards Public Awareness and Acceptance

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### Abstract

Billboards performed as an important medium in sharing information with the specific target audience. However, due to technology changes, the relevancy of this medium is needed to review whether it is still relevant towards visual communication. This quantitative research was studied on how the images roles on billboard advertisement are performed towards visual communication and public's responsiveness using survey questionnaires with the public, the designers, and photographers. The findings explained the level of public awareness and understanding including factors contributing to the image performances on the billboard advertisement.

**Keywords:** Billboard Advertising, Images, Roles

### Introduction

Billboards are one of the forms of advertisement that are very significant to convey the message to the public (Thomas & Alexa, 2015). Billboards continue to be a major component of modern day advertising for all types of companies and organizations. They are used as a tool to connect with a new potential customers on a daily basis, at all hours of the day. Accordingly a billboard advertisement is one of advertising approaches that should be equipped with effective principles in gaining public attention and tendency to purchase products or services (Anna, 2019). Towards this, there are two main characters that should be considered in designing an effective billboard advertisement which are sending the most possible message with the least words in the shortest time and a large board with proper space for installation. Hence, it's clearly shown that billboard advertisement is also required high cost and hardest to design.

Essentially, billboard also referred to a large posters which are a medium that people have used to advertise products and services since the time of the ancient Egyptians. Moreover, some scholars were classifies billboards are a form of outdoor media advertising that can be used for promotion as we must pay for the message on display (Meurs & Aristoff, 2009). Similarly, (Hussain & Nizamani, 2011) were mentioned that this form of advertisement presents the product branding through large text and effective images to gain more public attention.

Across past works of literature also determined that billboards have remained as an important tool to share information with the target market. However, due to technological changes nowadays, some billboard advertisements were failure in gaining public attention and further unsuccessful in delivering the information. Correspondingly, there is a needs to study on how images actually attracting the attention of public. Thus, this research was carried out to ascertain how public experienced and understands the roles of images on billboard advertisement. This research is unique where it attempted to explore the current status of this form of advertisement that whether it is still an affective medium, it identifies the current factors that are still relevant and he study is going to benefit the companies who are still promoting their products through this medium.

### Literature Review

Billboard advertisement is the process of using a large-scale print advertisement to market a company, brand, product, service, or campaign (Hussain & Nizamani, 2011). Billboards are typically placed in high traffic areas, such as along highways and also in cities, so they're seen by the highest number of drivers and pedestrians. Moreover, billboard advertisement also effective for building brand awareness and broadcasting business (or product or campaign) to many people and billboards tend to have the highest number of views and impressions when compared to other marketing methods (Messaris, 1996).

Most billboard designs are telling story or delivering information via imagery and possibly using some text. In fact, most public drivers are stop reading after a few words and most preferred to view images. In relation to, the successful billboard designs are creative and attention grabbing where public get the message across even though only viewed for a moment. Thus, in designing an effective billboard advertisements, there are three main elements that can be constructed together as shown in Table 1 below.

Elements	Description	Characteristic
Images	a picture of the product/brand itself and a model which endorses the product.	images and photos should be high resolution
Text	this includes color, font, and size	The typeface and font use should be large enough to read from any viewing distance and contrast well with the background image.
Tagline	some kind of dialogue that has elicited an emotional reaction.	Use a short and catchy tagline.

(Till & Busler, 2000) were established the attitude of publics towards the product/brand and the intention of their purchase is related to effect of brand attractiveness. Similarly, several

research also shown the effectiveness of outdoor media marketing in terms of advertising message and awareness (Bhargava & Donthu, 1999; Kahle & Homor, 1985; Meurs & Aristoff, 2009; Khan et al., 2016). Moreover, most of those research concluded that advertising is now moving towards modern trends with rapid growth, therefore the variables such as size, locations, images used in the board and color schemes of the billboards that have a positive impact on attention should be used adequately.

### **Methodology**

As this study is mainly seeks to ascertain the roles of visual images on billboard advertisement amongst the public awareness and acceptance, a quantitative approach through questionnaire survey is considered as the most appropriate method for the data collection process. In particular, an online questionnaire survey was developed to obtain the required information from the individual publics.

The questionnaire survey was divided into three main sections. The first section (section A) is dealing with respondents' socio-demographic profiles. Using nominal scale items, their age, gender, state of origin, as well as a profession was asked in this section. This information is needed to identify and measure to what extent do these variables have an impact on respondents' satisfaction level toward the power of images on billboard advertisement. In second section (section B), the main issues elicited where the respondents was asked with questions regarding do a billboard advertisement is still relevant to use for advertising in this modern era. The respondents needed to answer and choose 'Yes', 'No' or 'Maybe'. While in third section (section C), the questions was developed to assess respondents' understanding of how images stands out on billboard advertisement and gain their attention.

The population for the study comprised the general public of Selangor, Malaysia. For the purpose of sampling, respondents are choose based on the basis of their encounter with the billboards advertisements in the city. The convenience sampling technique has been used as sampling technique. A sample of 2000 respondents comprising 1030 male and 970 female was selected on the basis of Simple random sampling technique.

### **The Results and Discussion**

The outcomes from the online survey were related to the demographic of the respondents, awareness and understanding of how images on billboard advertisement stands out and gained their attention.

#### **Public Demographic**

The online survey was conducted in three month, from June 2021 until September 2021. A total of 2000 respondents was participated in the research study. Figure 1 shows the percentage of the participant based on gender involved in the online survey and the result reveals that most of the respondents are female which is 71.7%, while 28.3 are male respondents.

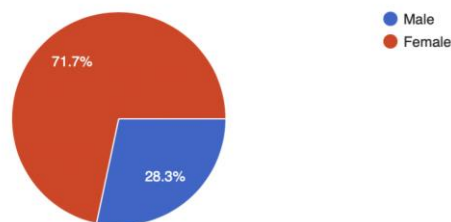


Figure 1: Participants for online survey based on gender

Moreover, most of the respondents, which is 70% are between 21 to 25 years old and the second highest percentage is 21.7% which is age of 26 to 30 years old. While, 6.7% is below 20 years old which representing the third group age, and the least is 1.7% which is a group above 31 years old. The percentage of the age involved in the online survey as shown in Figure 2 below.

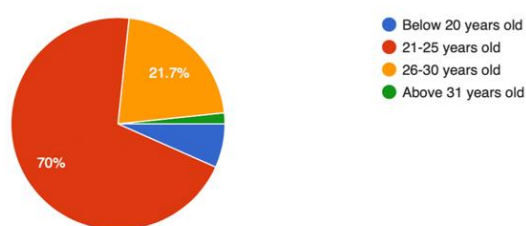


Figure 2: The percentage of the participants age group for online survey

Participants also preferred a wide variety of media types. The following media types were mentioned most often: billboards (64), the internet (37), magazines (26), newspapers (21), radio (20), and television (19). Table 1 below provides an overview of the frequency of media preferred by the participants in our study.

Table 1  
*The type of media preferred by public*

MEDIA TYPE	NO OF PARTICIPANTS
Internet	370
Billboard	640
Newspaper	210
Radio	300
Television	190
Others – flyers, trade exhibition, etc	290

**Public Awareness about Image Roles on Billboard Advertisement**

There are 5 main question were asked towards information about how extensively the public aware about images roles on billboard advertisement. Based on the data collection through online survey, it be indicated that most of the respondents participated in the study having low level of awareness about image roles on billboard advertisement as shown in Table 2.

Table 2

*Respondents' awareness about image roles on billboard advertisement*

NO	QUESTIONS	RESULTS		
		Yes	No	Not Sure
1	Do you know that picture can tell you more compared to text	25.7%	60%	14.3%
2	Do you gained clear meaning by just looking on the images on billboard?	20.4%	79.6%	0.00%
3	Do you remember product via images?	25.7%	74.3%	0.00%
4	Do you prefer to read about the product promoted on billboard?	28.0%	72.0%	0.00%
5	Does the images in billboard advertisement change the way of your thinking and belief towards product be promote?	2.90%	85.7%	11.4%

Definitely, the result was showed that many respondents gave 'NO' answer instead of 'YES' and 'MAYBE' about the quality of ideas and creativity of a picture can attract their interest's more. Here it is proven that 1691 respondents (85.7%) agreed to say 'NO', 282 respondents (11.4%) answered 'NOT SURE' and 27 participants (2.90%) answered 'NO'.

**Public acceptance about image roles on billboard advertisement**

Since image should be understandable by the public and performed as an illustrative tool in attracting public, it is the best to have a public acceptance about image roles on billboard advertisement to address product's features and introducing it. A result on the public acceptance are shown in Table 3.

Table 3

*Respondents' acceptance on image roles on billboard advertisement*

NO	QUESTIONS	RESULTS		
		Yes	No	Not Sure
1	Have you trust the information given about the products advertised through images on billboards	65.7%	12.9%	21.4%
2	Pictures of product or model attract me to see the advertisement.	98.6%	1.4%	0.00%
3	Billboards are visible enough to get noticed	85.7%)	14.3%	0.00%

Table 1 above shows that almost respondents (98.6%) were accepted that images attracting them to see the advertisement more by answered 'YES' and only 1.4% respondents answered 'NO'. Based on the result in this study also researcher found that very low quantity of audience ignored the billboards. With majority of the audience is highly satisfied and trusts on information given through images, this result also confirmed that most people not only trust on the brands but also on effective images. Thus the result also affirms the statement of

Dillard (2002) as mentioned that billboards with effective images are most attractive billboards.

### **Conclusion**

Billboard should transfer a unique message related to the subject. Consequently, advertisement is giving special information to introduce and sell the product in directing public thoughts by using text and image. Towards these understanding, a broad researches established that billboard advertisement remains as an effective tool for marketers and have a strong impact on the attention of a customer. Moreover billboard advertisement should design in a way that attracts public attention and interest in the first look and further have effectiveness to directing public tendency to buy the offered product or service. In fact it should be acted in a way that the person shows special behaviour towards billboards target.

The results of this research have shown that billboards advertisement are still attractiveness if the visual design (image and text) is effectively developed using designer creativity.

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