

Consumer Buying Behavior Toward Billboard Advertisements

Dr. Rachelle M. Santos¹, Elizabeth G. Crudo, Ph.D. [c]²

<http://orcid.org./:0000-0002-9176-0827>¹,

rmsantos0107@gmail.com¹, bethcrudo@gmail.com²

Philippine Christian University

Malate, Manila, Philippines

Abstract

Billboard advertisements are intended to rapidly capture a person's attention and make a lasting impression, leaving the reader wondering about the advertisement long after they have been driven by it. They must be legible in a short period because they are frequently read while being passed at fast speeds. Billboard advertising is a sort of outdoor advertising that businesses place in high-traffic areas where they may be seen by passing cars and pedestrians. Billboards are very visible market groups, which is expected to affect customer communication. The study's purpose is to determine how billboard ads influence customer purchase decisions. It also includes elements that have a significant impact on customer purchasing decisions, such as layout, size, visual appeal, words, and so on. Consumer buying behavior in response to billboard advertisements is a crucial part of an effective marketing plan. This study attempts to provide a thorough understanding of the factors that influence consumers' responses to billboard advertisements and subsequent purchasing behavior. To gather comprehensive insights, the study employs a mixed-methods approach that includes quantitative surveys and qualitative interviews. Standardized survey questionnaires were distributed to the respondents to collect data on their demographics, frequency of exposure to billboard advertisements, attitudes about them, and influence on purchasing decisions. Furthermore, interviews were conducted to delve deeper into the attitudes, feelings, and underlying motivations as perceived by the companies on the responses about billboard advertisements. By combining quantitative and qualitative findings, this study hopes to provide significant insights for marketers and advertisers looking to improve the success of their billboard campaigns. Understanding the complexity of customer response to billboard advertisements can help marketers design more compelling and tailored content, eventually boosting purchase intentions and consumer engagement in an increasingly competitive advertising field.

Keywords: billboard advertisement, consumer behavior, advertising, marketing campaigns