

Appealing Factors of Transit Advertisement as Outdoor Media: Analysis of Public Perception in Southern-Punjab

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Abstract

The research aims at investigating perception of public about appealing factors of transit advertisements in region of Southern-Punjab. Survey research methodology has adapted, and questionnaire was presented to participants which was constructed by observation of placed advertisements on transit media. Four-hundred waiting-passengers (males & females) filled questionnaire which were selected through convenience sampling technique due to nature of research from bus-terminals and shelters in Multan city. Perception of passengers was explored in both positive and negative dimensions regarding various aspects of transit advertisements in terms of liking, reliability, beautification, economic value, society norms joyful and entertaining source etc. The results demonstrate that majority of people perceived transit advertisements in a positive light as they liked exposing to it and rely on this medium. Transit advertisement was found as trustworthy for general public because it keeps them updated about innovations regarding various products and services. The research also looked at exploring attractive advertisement's features and results revealed that brand, mobile network's advertisements and placing ads in waiting lounge of bus terminal gained more public attention

Keywords: *Public perception, outdoor media, transit advertisement, non-traditional advertisement, audience reception, South-Punjab*

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Introduction

By the changing landscape of globalization, there can be noticed significant development in all spheres of life. This modern era has become dependent on use of technology and now marketing campaign designers modify certain techniques for selling their products and services but it gets more competitive to decide and design policies about marketing of products because traditional mediums of television, radio, print media captured public attention since many years that remove ambiguities of people with all required information that they need to have in realm of innovative products and services (Latif & Aberdeen, 2011). The foremost objective behind every advertisement is to forward message at macro level through which broad geographies can be targeted to achieve results, but traditional ways cannot be ignored as advertisers started consuming new ways of market their products in conjunction with magazines, newspapers, billboards, radio, television, that now provides them a chance to enhance their sale volume of products along with reputed image of company's profile in the consumer markets (Wongmontha, 1999). A report given by Advertising Association of America (2005) has revealed that traditional mass media (radio, television, newspaper, magazine) is being consumed as secondary platform of marketing whereas in primary marketing campaigns, advertisers have started using outdoor advertising platforms such as hoardings, billboards, leaflets and transit advertising media. Due to abundance of multiple platforms of advertisement, there is a need to change marketing strategies to gain maximum interest of public towards advertised product. Similarly, traditional marketing tools create hurdle for advertisers to bring change in mindsets of potential consumers targeted by transit advertising media and often results in failure of outdoor advertising campaigns through mediums of transit advertising (Abideen & Saleem, 2011).

Transit advertising media falls under domain of outdoor advertising media that comprised of placing marketing messages on cabs, buses, trains, public transport, mobile vehicles and surrounding areas of bus terminals, railway stations and airports (Arens, 1996). In western societies, transit advertising reflects long historical background with the fact of beginning of marketing wrappings on almost 1000 mobile vehicles in more than 50 cities of USA during 1895 and the figure has reached up to 15,000 advertised vehicles in next hundred years that expanded into 94 cities of America (Krugman, 1994). In 90s, there has been observed quick enhancement from 1972 to 1976 in expenditures spent on transit advertising media that raised from 43 million dollars to 225 million dollars. (Belch & Belch, 2003). In, 2016, U.S was found having maximum expenditures spent on transit advertising which were 32.4 billion dollars (Magna Global, 2016). In the region of South Africa, huge amount (25 billion USD) was allocated for traditional outdoor advertising i.e. billboards, hoardings, but US\$15 billion was just spent on transit advertising media (Nelson Media Report, 2012).

The increased development of transit advertising media has kept moved-on and by the time, started being utilized with multiple formats and mediums including interactive installation and digital boards on bus terminals and airports, visual displays installation in the interior and exterior of vehicles (Roux et al., 2013). The placement techniques of transit advertising comprised on 3 different formats such as wrapping of marketing messages inside of buses and trains, cabs/cars, exterior wrappings from sides, sunroof and backs of buses, cars, trans along with free-standing floor displays in passenger lounge and surrounding areas of bus stations and airports. Therefore, it may be argued that advertising messages transmitted through mobile vehicles (Buses, cars) target large number of potential customers in wider demographics with varying interests and needs, often useful to those commuters' travel on frequent basis by use public transport. This advertising media provide advertiser an

opportunity to target desired market due to element of mobile flexibility and most often advertisements placed on buses, target passengers and pedestrians walking on the roads along with people in nearby vehicles (OHMSA, 2012). Other side, trains allow targeting limited market, but cabs/taxis move in broader areas without limitations that is why such mediums can be utilized according to will of advertiser in light of objectives behind advertising of relevant product (Du Plooy, 2012).

Statement of Problem

Many recent studies provide insights about research on traditional advertising media that focused on investigating effectiveness of radio, television, newspaper and billboard advertising (Donthu, Cherian & Bhargava, 1993; Negal&Luow, 2004; Wilson & Till, 2011). Belinskysya (2015) explored attitude differences of potential consumers related with billboards advertising by stating positive attitude of people while Baburajan (2011) investigated perception of people related to buying of products in realm of internet advertising. Due to abundance of traditional advertising media, transit advertising remains suppressed to move on its full potential as it needs. Transit advertising faces biggest challenges due to lack of understanding of people in Pakistan and this medium remains unnoticed by them on regular basis because people are more attentive towards traditional advertising mediums that captured them from a long time. In context of Pakistan, there has not found any research study specifically focused towards transit advertising media that is why the present study is essential to be conducted because it will dig out effectiveness of this medium among potential customers. The study will divulge what kind of perception people have about transit advertising media and how much it is effective in shaping their attitudes towards buying of products and services due to this media. Lastly, the research aims at exploring most prominent advertising features of transit media that gain more public attention.

Significance of Research

Advertising is considered as important component of marketing industry in Pakistan and around the globe that is why advertisers try at best level to target maximum people to raise their profit. In Pakistan, huge amount is being spent on placing of advertising messages on bus terminals, stations, airports, and exterior of vehicles but any significant report about their effectiveness could not be divulged. Therefore, the results of the study will be useful to gauge either public perceive transit advertising media positively or negatively, and further how much it remains effective to form their predisposition of buying. The results will guide marketing campaign designers to modify their policies to target people through this technique of advertising. In the academic domain, the research is comparatively new in Pakistan that would fill gap left by previous researchers in the past through presenting new insights about transit advertising media.

Objectives of Research

The research has designed to evaluate perception of people about transit advertising in Multan, therefore, major objectives of this research will be

- To explore perception of public about transit advertising media
- To compare extent of positive or negative perception of public about transit advertising media
- To investigate prominent advertising features in realm of transit advertising media along with its placement type and location

Literature review

Many research studies have divulged about perception of public about traditional advertising media. Public perception about advertising has referred as psychological processing of information in the mind of people about marketing messages on multiple

mediums (radio, television, newspapers) which they comprehend according to their mindsets, education, demographics and psychographics whereas their attitude towards advertising reflects predisposition of their possible action (Brassington, 2000). The formation of public perception and attitude towards any advertising largely depends upon the frequency of transmitted message and according to research by Godin (2014), almost 10,000,00 messages are witnessed by every individual in single ear which are interpreted very less according to their desire/interest and need. Aljuahim and Osama (2008) in their exploratory study about advertising in Kuwait, America and Europe found that respondents of USA and Kuwait successfully comprehended and interpreted advertising messages due to cultural diversities and overall perceived traditional advertising positively due to similarity of messages with their cultural and geographic elements. But Barban (2012) has argued different perspective that perception and attitude of people towards advertising is affected when they find it closely associated needs, desires, expectations and objectives. Therefore, it becomes imperative for advertisers to gauge perception of public if they found negative, by redesigning their policies through marketing research (Hashim, 1985). A mixed approach (qualitative and quantitative) adapted by Karlson, Skold and Karvehed (2014) in Sweden to investigate perception of Generation X and Generation Y about advertising, based on their age group, argued that Generation X understood ambient advertising whereas Generation Y had positive perception about both ambient and traditional advertising. They further argued that perception differences about advertising between both generations are very less, but they address need for redesign marketing policies.

Labrecque and Milne (2012) dug out public perception regarding features that they found effective to gain their attention towards advertised messages and found that rich colored objects and theme in advertising messages significantly gained attention of people and

they have been noticed so closely by the potential customers. Therefore, it redirects argument towards notion that few attractive colors may gain attention of people towards messages that can shape their perception in both perspectives, either positive or negative. Prandergast and Hang (1999) conducted research study by sampling 100 respondents about attractive features of advertisements placed at interior and exterior of buses, results revealed that overall people perceived transit advertising positively but among all features, brand has been reflected attractive feature by more than 81% respondents.

Transit advertising media got academic attention of many scholars in sphere of outdoor advertising media. Mediums for outdoor transit advertisements includes range advertisements placed on waiting shelters of buses, static transit billboards on bus stations and airports and advertising messages on vehicles (Fill, 2009). Groffinga (2010) in similar research divulged these advertising placements effective due to opportunity for people to get detailed exposure about marketing messages and such placements have been found best effective especially in central city areas. When technology is associated with static transit advertisements, it gets more effective due to presentation through visual displays, interactive installations and digital advertising boards on bus stations and airports. In era of technology and modernization, people perceive utilizing of graphics and animations, colorful placements of advertisements more attractive features and adaption of such features help advertiser in achievement of marketing objectives too fast (Povovantage, 2010). In similar domain, interactive displays with audio-video sensors in placement of static transit advertising perceived as more attractive feature that gain attention of people because of opportunity of two-way communication between advertised installation and the potential customers. On the other hand, placement does matter to shape effectiveness of advertisement in context of affecting perception and attitude of public towards advertisement because location is directly associated with the amount of exposure that it receives by people

therefore, most often telecom companies place advertising messages on vehicles because of giving repetitive exposure to potential customers residing in geographically spread areas (Timms, 2012). Some of the advertisers utilize transit advertising with conjunction of other outdoor advertising mediums for gaining effective results as much as they can and commonly, in such circumstances, marketing messages are usually placed on exterior of buses, their relevant waiting shelters and at same time in demographics of terminal to achieve maximum effectiveness (DuPlooy, 2011).

A qualitative research on effectiveness of airport advertising was conducted by Willson and Till (2008) with realm of ethnography to find out how much transit advertising proved to be effective by exploring perception and attitude of people exposed to it and found that 5-general themes exist and further recommended to utilize advertising message with shorten length because passengers on airports and terminals remain in hurry and cannot focus on large advertising descriptions. Roux (2014) in research of effectiveness of car advertising by sample of 400 participants explored that recall and recognition elements have been positively correlated in shaping perception and attitude of individuals. Moreover, positive correlation has found of general advertising with train advertising media. In similar dynamics, element of recall of advertising was divulged by Volontsou and O'Donnell (2005) in realm of taxi advertising by exploring internal thoughts and attitude of passengers towards this medium of marketing and found taxi advertising effective for commuters and recommended policy makers of advertising to consider these points while deigning their campaigns. It has been suggested that repetitive exposure towards advertisement is positively associated with recall of advertisements that in turn modify positive attitude of potential customers (Berneman& Kasparian, 2003).The feedback from target market to advertiser reflect effectiveness of campaign therefore, Gray (2008) has postulated that transit advertising should always be utilized with

traditional modes of advertisements i.e. radio, television, mobile phones to gather counter response from customers which is linked with positive attitude formation towards designed advertising strategies and policies. DePriest (2014) conducted research on effectiveness of advertising messages placed on bus shelters of public transportation and found that people responded their positive perception and attitude because their exposure was found on frequent basis due to regular traveling on local city buses that inclined them towards more recognition and recalling of advertisements. Nikorn (2007) found static transit advertising effective in Bangkok while survey research in context of advertisements placed on BTS and MTS stations and this advertising resulted into reinforcing existing attitude of passengers and overall positive attitude was reflected towards this medium of advertising.

Although people can have different perception about transit advertising irrespective of its placing medium. DuPlooy (2012) administered survey from 360 participants that were selected through stratified sampling technique, investigated effectiveness of taxi advertising in realm of shaping perception and attitude of passengers towards this medium in South Africa and results demonstrated that it proved to be quite entertaining which formed their strong feelings and positive attitude. Their positive perception has inclined them towards repetitive exposure that in long-term affected their buying behavior of advertised products and services positively. Few studies have reflected transit advertising duly effective because of its novelty and creativity, in terms of medium, people found this way interesting in getting advertised messages as it was established as new medium. Thus, it is concluded that creative formats play vital role in grabbing immediate attention of individuals (West, Kover & Caruana, 2008). Soon after one year, Kim and Eun (2009) explored effect of transit advertising in cultivating its image in minds of potential customers and concluded perception of people in positive domain. This media as one of the form of 'outdoor advertising' was

investigated by Osborne and Coleman (2008), overall outdoor advertising media was proved to be effective to change attitude and perception people but transit advertising also has been revealed as significant medium in conjunction with other outdoor advertising mediums. But there are some factors that involve in making certain attitudes of individuals towards any form of advertisement, perceived differences induce major influences for achieving purpose of advertisement by the marketer as positive perception leads potential customers towards buying of products while negative perception always form negative attitude that results in failure of advertisement (Franzen, 1994; Mehta & Purvis, 1995; Speck & Elliott, 1997). People can form different attitudes regarding type of advertisement as investigated by Dahlen and Edenius (2007) regarding multiple forms of advertisements and participants while outdoor advertisements shaped emotional attitude of respondents. The authors further argued that placement can also build attitude of individuals as people recalled advertising messages installed through tri-vision boards as compared to other techniques of transmitting messages while favorable attitudes were explored regarding creative formats and placement on relatively new medium (transit advertising).

Theoretical framework

Message response involvement theory supported this research as applied by MacInnis (1991) in the study of investigating perception of individuals. This theory states that perception of individuals about advertised messages is dependent upon their comprehension of transmitted message and psychological processing of information that further relies on 3-factors comprise on motivation, opportunity and ability. Motivation is referred as wish of individual to visualize and read advertised message due to its characteristics such as size, picture/graphics, creativity (Schlender, 1990). Opportunity describes situational elements which are duration of visual towards advertisement and distraction that hinder anyone to comprehend

message of advertisement (Moore, 1986). Third factor, ability, reflects skills and proficiencies of people to process information or message in advertisement. High amount of these factors in advertisement would shape positive perception while individuals with lower MOA (motivation, opportunity, ability) will always perceive advertisements negatively.

Research Questions

The study aims at exploring answers of following questions.

1. What do people think about transit advertisements?
2. What sort of perception (either positive or negative) do people have about transit advertising?
3. How transit advertisement's appeals are perceived by the public?
4. Which feature of transit advertisements are effective to gain attention of people?

Hypotheses

H₁. It is more likely that transit advertising will be perceived in positive essence by people.

H₂. Brand, mobile networks advertisements, and placing of messages in waiting lounge of terminals will be advertising features that gain more public attention.

Methodology

Quantitate research approach has found most suitable to initiative this study according to designed objectives and survey research method has adapted which facilitated researcher to explore perception of people about appealing factors of transit advertisement.

Population and sample

As the research was focused on exploring public perception about appealing factors of transit advertisements, population was

comprised of people in Southern-Punjab. 400 participants have been selected by convenience sampling technique from bus terminals, bus shelters in Multan city. These terminals comprised of having buses with advertised messages placed on their exterior and surroundings areas of their terminals. Passengers selected as sample due their possibility of exposure towards transit advertisements. So, these terminals have been visited in different times and waiting passengers in terminal's lounge and shelters have been requested to fill questionnaire. On the other side, waiting passengers have selected as they had some time for departure and meanwhile questionnaires were presented to them.

Questionnaire

Questionnaire was constructed with mixed approach and total 18 items were given from which 9 items were related with perceived differences of individuals about transit advertisements, 6 statements with Likert scale divulged about transit advertisement's appeals and perception of individuals, while 3 items comprised of items associated with prominent features, advertising type and its placement. It is pertinent to mention that advertising features have considered with these 3-items. First, pre-testing of questionnaire was done by presenting to 15 passengers to ensure its validity and accuracy that facilitated in changing formation of some items. After resolving all issues, participants were instructed to fill questionnaire by choosing different options accordingly to share their perception. Questionnaire was translated into Urdu language because it was being administered from general public that facilitated them to understand all items and options.

Transit advertisement

Transit advertisement in academic domain may confusing in context of Pakistan therefore, it has been operationalized so that meaning many be comprehend by readers. This type of advertising usually places messages on moving vehicles and areas of bus terminals and

stations. Moving transit adverting includes wrapping of marketing messages at the interior and exterior of buses, cars and other vehicles while static transit adverting allow for installing billboards, displays in the areas of bus terminals especially in waiting lounge, departure area and parking lots, along with bus shelters on the sides of roads which are commonly used for public transportation.

Results

This section contains all data collected through questionnaire while administering survey and all information has entered into software for applying statistical test so that processed tables may be generated, and findings can be analyzed in detail through scientific procedures. Hypothesis testing has been done through applying t-test for exploring difference (positive or negative) in perception of people whereas percentage distribution has been used to dig out advertising features which gain more public attention.

Table No 1
Sample profile of participants

Age Group	Gender		Total
	Male	Female	
18-30	115 (28.75%)	81(20.25%)	196 (49%)
31-40	107 (26.75%)	24 (6.0%)	131 (32.75%)
41-50	36 (9.0%)	29 (7.25%)	65 (16.25%)
50-above	4 (1%)	4 (1%)	8 (2%)
Total	262 (65.5%)	138 (34.5%)	400 (100%)

The above-mentioned table describes individual's sample profile in terms of their gender and age group. The data shows that total 400 people participated in the study with the ratio of 65.5% male and 34.5% female. Most of the people belong to the age group of 18-30 (49%) in which 28.75% were males and 20.25% were females. Out of 32.75% people, 26.75% and 6.0% respectively males & females had age group of 31-40 and (9.0% males, 7.25% females) fall in the

age group of 41-50 (16.25%). Only 2% individuals with the same ratio of 1% male and 1% females were found above 50 years.

Table No 2
Individual's general perception about transit advertisement

Sr.	Statements/aspects	Yes	No	To some extent
1.	General liking about advertisements on mobile vehicles & bus terminals	124(31%)	113(28.25%)	163(40.75%)
2.	Transit advertising as a joyful & entertaining source	114(28.5%)	149(37.25%)	137(34.25%)
3.	Transit advertising as economic resource wastage	111(27.75%)	183(45.75%)	106(26.5%)
4.	Unnecessary persuasion/motivation towards products & service's buying	127(31.75%)	153(38.25%)	120(30.0%)
5.	Cultural values and norms distraction	125(31.25%)	163(40.75%)	112(28.0%)
6.	Transit advertising as a beautification element for terminals and mobile vehicles	168(42.0%)	128(32.0%)	104(26.0%)
7.	Transit advertising cause road accidents	98(24.5%)	167(41.75%)	135(33.75%)
8.	Authenticity/trust worthiness and reliability of advertising	143(35.75%)	138(34.5%)	119(29.75%)
9.	Keep individuals updated about new products & service's innovation	189(47.25%)	68(17.0%)	143(35.75%)

Table no 2 reflects people's responses or their perception towards various transit advertising aspects. The results of the statement 1 depicts that 124(31%) people truly like transit advertising and 113(28.25%) people dislike transit advertising while 163(40.75%) individuals like this advertising to some extent. Statement 2 discusses transit advertising a joyful and entertaining source and data shows that 114(28.5%) people agreed with this statement and 149(37.25%) respondents' disagreed. 137(34.25%) individuals

responded that to some extent they perceive transit advertisement as entertaining source. In response of statement 3 it can be seen that 111(27.75%) people consider transit advertising as just a waste of economic resource and 183(45.75%) do not perceive it as economic resource wastage while 106(26.5%) perceive this advertising as just a waste of economic resource. Statement no. 4 demonstrates results about unnecessary motivation of people towards buying due to transit advertising. Majority of 127(31.75%) responded 'Yes' and 153(38.25%) responded 'No' while 120(30%) answered 'to some extent' it persuades people to buy products even its not necessary for them.

Statement 5 depicts individual's responses about cultural values and norms violation in transit advertising and results demonstrate that 125(31.25%) respondents agreed with this aspect and 163(40.75%) disagreed while 112(28%) answered 'to some extent' it violates cultural norms of society. In response to statement 6, 168(42%) respondents agreed and 128(32%) people denied the fact while 104(26%) answered that to some extent transit advertisement enhance beautification of mobile vehicles and bus terminals. Statement no. 7 shows public responses about transit advertising causes road accidents. The results demonstrate that very less people 98(24.5%) agreed and majority 167(41.75%) denied that placing advertisements on exterior of vehicles cause road accidents. Almost 135(33.75%) of individuals perceive this medium as a cause of road accidents to some extent. In statement 8, it can be seen that majority of people 143(33.75%) have perceived medium of trustworthy and reliable but 138(34.5%) individuals do not perceive it as a reliable source of marketing. Almost 119(29.5%) people perceived it to some extent as trustworthy & reliable. The last aspect explores public perception about transit advertising as medium which keeps them updated about new products & services. The large number of people 189(47.25%) agreed with this fact and 68(17%) only disagreed with this statement. Almost 143(33.75%) responded that to some extent

transit advertising help them to get information about new products and services.

Table No 3
Transit advertisement's appeals and public perception

Transit Advertainment's appeals	SA	A	N	D	SD	Total
Understanding of advertised messages due to celebrities	83 20.75%	123 30.75%	39 9.75%	143 35.75%	12 3.0%	400 100.0%
Celebrity's endorsement makes advertisement more trustworthy	138 34.5%	134 33.5%	43 10.75%	73 18.25%	12 3.0%	400 100.0%
Female projection more than product in advertisements	178 44.5%	129 32.25%	30 7.5%	46 11.5%	17 4.25%	400 100.0%
Unnecessary projection of female models in advertisements	173 43.25%	122 30.5%	41 10.25%	56 14.0%	8 2.0%	400 100.0%
Price of products makes interested in advertisement	113 28.25%	135 33.75%	62 15.5%	66 16.5%	24 6.0%	400 100.0%
Utility in advertisement reflects this is product I am looking for	96 24.0%	140 35.0%	50 12.5%	98 24.5%	16 4.0%	400 100.0%

SA= Strongly agree, A= Agree, N= Neutral, D= Disagree, SD= Strongly disagree

The above table demonstrates that more than 50 percent people consider celebrities endorsement positively as it helps them to understand advertised message. Even celebrity's endorsement has been responded as something that makes advertisement trustworthy and the statement was positively accepted by more than two-third majority of respondents. Projection of female models in transit advertisements over than product and these models are being projected unnecessarily, as perceived by two-third majority of participants in both appealing areas. 62% participants perceived mentioned cost of product in advertisement positively as it obtains

their attention. 59% people responded ‘utility appeal’ as positive element that positively indicate individuals about the projection of product they are looking for. Overall, advertising appeals have been perceived in positive domain by the participants including both males and females.

Table No 4
Prominent features of transit advertisement

Sr.	Features	Respondents		
		Male	Female	Total
1.	Information	71(17.75%)	57(14.25%)	128(32.0%)
2.	Creative idea	64(16.0%)	21(5.25%)	85(21.25%)
3.	Brand	98(24.5%)	45(11.25%)	143(35.75%)
4.	Celebrity	21(5.25%)	8(2.0%)	29(7.25%)
5.	Visual Impact	8(2.0%)	7(1.75%)	15(3.75%)

The above table describes those features of transit advertising which are responded as most prominent by the public. It can be seen that 128(32.0%) people think that information is the most prominent feature, 85(21.25%) responded creative idea as a prominent feature while 143(35.75%) think that brand looks more prominent. On the other hand, 29(7.25%) individual’s responded celebrity and 15(3.75%) people answered visual impact as a prominent feature of advertising.

Table No 5
People’s liking regarding advertising types

Sr.	Advertising type	Respondents		
		Male	Female	Total
1.	Mobile networks	72(18.0%)	37(9.25%)	109(27.25%)
2.	Descriptive advertisements	37(9.3%)	16(4.0%)	53(13.25%)
3.	Food item’s ads	64(16.0%)	43(10.75%)	107(26.75%)
4.	Public Service Advertisements	72(18.0%)	31(7.75%)	103(25.75%)
5.	Already known ads	17(4.25%)	11(2.75%)	28(7.0%)

The results in the above table demonstrate about public liking with respect to the advertising type and it shows that almost 109(27.25%) people liked cellular networks ads and 53(13.25%) liked descriptive ads (only text). Food items advertisements were liked by 107(26.75%) of individuals while 103(25.75%) liked public service advertisements. Only 28(7.0%) respondents were found who liked those advertisements which they already know about.

Table No 6

Easier location or advertising placement for getting frequent exposures

Sr.	Placement/Location	Respondents		
		Male	Female	Total
1.	Waiting lounge of terminal	120(30.0%)	91(22.75%)	211(52.75%)
2.	Ticket Counter	35(8.75%)	11(2.75%)	46(11.5%)
3.	Bus Stop	4(1.0%)	1(0.25%)	5(1.25%)
4.	On vehicles	60(15.0%)	19(4.75%)	79(19.75%)
5.	Entrance of Bus terminal	43(10.75%)	16(4.0%)	59(14.75%)
6.	Exit way of terminal	-	-	-

Table no.6 shows that overwhelming majority of individuals 211(52.75%) responded terminal's waiting lounge as easier advertising placement for exposure and 46(11.5%) people answered ticket counter. Bus stop was responded by 5(1.25%) people only. 79(19.75%) & 59(14.75%) people answered 'on vehicles' and 'bus terminal entrance' as easier placement to get expose. No respondent was found to answer exit way of terminal.

Table No 7

Statistical testing of public perception (responses) about transit advertisements

Statements/aspects	Positive	Negative
1	124	113
2	114	149
3	183	111
4	153	127
5	163	125
6	168	128
7	167	98
8	143	134
9	189	68

t- test= 2.613 P-value= 0.031 Critical region= Greater than 4.577

The calculated value of t-statistics=2.613 in the above table does not lie in the critical region therefore, the hypothesis which predicted that majority of respondents would have positive perception about transit advertising has been accepted.

Table No 8

Cross tabulation and testing of responses

Sr.	Prominent features	Advertisement types	Advertisement placement
1.	128	109	211
2.	85	53	46
3.	143	107	5
4.	29	103	79
5.	15	28	59

Calculated percentage values of advertising features:

Brand= (35.75%) Mobile networks= (27.25%) Waiting lounge ads= (52.75%)

The above-mentioned table describes percentage values of attractive advertising features such as brand=35.75%, mobile networks ads=27.25% and terminal waiting lounge=52.75% respectively. Thus, second hypothesis of the study which assumed that advertising features like brand, mobile networks ads and ads in waiting lounge of terminal would gain more public attention has been accepted by most respondents.

Discussion

The research study was designed to evaluate perception of public about appealing factors of transit advertisements in region of Southern-Punjab through selecting four hundred passengers as a sample, range from 18-years to above, comprised of both male and female respondents. Among all sample, 262 male and 138 females participated in the study which were selected through convenience sampling technique from waiting lounges of bus terminals and shelters of Multan city. The perception of participants has divulged through different perspectives about advertising messages wrapped on exterior of vehicles along with rich placement in the areas of bus

terminals in Multan. The research explored mindsets of passengers/public coherently in realm of positive and negative essence. It is worth mentioning here that medium of transit advertising perceived by people at positive landscape that is surprising in community of Pakistan where people do not bother even to think about such medium when they are being targeted by the advertiser. People do not only like but also enjoy and entertain through observing creative advertisement's wrapping on mobile vehicles that catch their immediate attention. They responded that placing of advertised messages in the surroundings of terminals enhance their beatification and aesthetics. Significant majority of passengers considered this advertising media as powerful tool for obtaining updated information about innovative products in the market. This media has revealed trustworthy, as perceived by people and overall, positive perception was found. Therefore, first assumption of the research that predicted public mindsets about transit advertising in positive essence, has been approved. Few participants were found on negative side as they stated wrapping of advertised messages on exterior of vehicles, cause for road accidents when drivers in nearby vehicles exposed towards such messages on other vehicles along with pedestrians. In the same domain, some participants perceived this advertising media as waste of economic resource and some of them considered useless because it persuades them towards unnecessary buying of products even with repetitive exposure through placement on vehicles. In terms, of different appeals used by advertisers, people perceived medium of transit advertisement in the positive domain.

The second assumption of the study was about attractive advertising features which gain immediate attention and the hypothesis was approved. Most of the people responded brand most prominent features as compared to others. In terms of advertising types and placement/location, people responded in favor of mobile networks advertisements and placing of advertisements in the waiting lounge

of bus terminal was found as easier placement to get longer exposure while waiting in the lounge for departure that provide them enough time to do so. Overall, it can be said that majority have positive perception regarding transit advertising, so this advertising media has proved to be effective for general public. The concept of transit advertising media is too broad with placing of advertisements on buses, cars, trains and other vehicles, while static transit advertisements comprised of messages placed in areas of bus terminals, railway stations and airports. The research has been conducted with few limitations as advertisements considered from only bus terminals and bus shelters in Multan because there was no advertisement on railway station in Multan. According to study, survey has administered from areas having placement of advertisements i.e. buses or terminals, therefore no respondents were approached from railway station and airport (due to security concerns). It is suggested to conduct future research by approaching airport passengers so that their perception about transit advertising media can be observed. Furthermore, professional implications of this research are policy makers of advertisements in Multan and surrounding areas as it provided them opportunity to gauge about effectiveness of placing messages by using transit advertising media.

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