

SEEING IS BELIEVING: AUDIENCE PERCEPTION ABOUT FOOD ADVERTISEMENTS ON BILLBOARD

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ABSTRACT

This is an exploratory study that is investigating audience perception about outdoor advertisements of edibles. Researchers likewise find perception of audience in regards to billboards of edible advertisements in Karachi South District as far as education and consistency to the social standards and estimations of the general public. Researchers try to find answers of social experiment about perception of audience, liking, disliking and motivation for purchasing a product under the influence of advertisement on billboards. Advertisement is not a new phenomenon, need of the audience change and varies with the passage of time, also strategies of the advertisers keep changing to target the audience for boosting sales. Products may not change the feeling of the audience but the advertisements may do, through propaganda, emotional and glamorous content. This Study will investigate that how billboards can change the perception of audience to buy the product; what the key factors are that obstacle to change the buying behavior, What observation do the audiences keep in commercials, portrayal of women in outdoor advertisements of edibles and strategies of the advertisers.

Keywords: *Billboard Advertisements, Outdoor Advertisements, Portrayal of Women in Advertising, Appeals in Outdoor Advertisements, Food Advertisements*

Introduction

Advertising is form of marketing communication that implies the use of some mass medium to target the prospect audiences for selling or inducing any product, idea of thing. It is a sponsored medium that is used by the industrialists who wish to promote their products or services. Advertising is in some terms, different to the public relations in that an advertiser usually pays money for it and has control over the message. It is beyond personal selling (Stanton, 1984).

Outdoor Advertising is a big industry like any other multinational business in the world. Particularly in Pakistan it's a prominent industry and advertisers try to invent different ideas and concepts to attract the target audience. Outdoor advertising plays major role to attract audience toward products and changing the attitude and behaviors of the audience. Everywhere in the cities and country side we see the huge size bill boards, very bright colors and appealing pictures of the models and stars that catch the eyes and mind. Outdoor advertisement attracts by many kinds of appeals like, sex appeal, hunger appeal, thirst appeal, etc.

Presently we can see there is remarkable change in edible advertising especially in billboards. It is strong and growing then other competent media tools. Outdoor billboards radiance green when other the entirety of what wanders has been endeavoring to remain into the market. Individuals, organizations and multinational companies spend billions of dollars on billboards each year. When you are out of home and don't have any media tool but there is a billboard, without light, without control it is working really to putting its message in audience of spectator's head.

Outdoor Advertising is the methods for educating and additionally impacting the overall population to purchase a product through visuals. A product is advertised to make mindfulness in

the brains of potential purchasers through different advertising mediums, for example, Newspaper, Magazines, Television, Radio, Posters, Hoardings, Billboard and in late time web and web promoting. It is a limited time movement for promoting a ware. In the present day universe of large scale manufacturing and conveyance, advertising fills in as an effective way of marketing procedure. Advertising is utilized for conveying business data to the present and planned audience. It for the most part gives data about the advertising agencies, its item qualities, place of accessibility and so forth.

The 1920s, consumerism sprung with a bloom. Working class was getting higher salaries, so the advertisements drawn their attention towards the marketed products. Most They specifically targeted the husbands, wives and family members and the initially advertised items were household stuff like food items, meals, cigarettes etc. (Swanson, 2015).

In the year 2003, McDonald's ran a nation wide advertising campaign in the United States with a vow to provide safe and healthy food. They gave different add-on options to the consumers such super sizing, replacing fries and a soda with milk and apple dippers in calling it a "Happy Meal," introduced salads, and made new food choices for adults who were health conscious (Tanner, 2006).

Outdoor Advertising for Edibles

The advertising world is rapidly changing its modus operandi to influence buying behavior of the consumers. Innovative tools are being adopted to influence the minds. Besides the other media, billboards and internet are extensively used for the purpose (Abideen, 2011)

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When a food company launches new edible product it displays its advertisement of a product on billboard, it uses each open instrument of correspondence and notice to propel the thing for a consistently expanding number of offers to get more advantage. With the change of media and correspondences see outlines itself with various new contemplation and using latest media for the advertisement reason. Trial of another thing is the methods by which well it holds up ensuing to putting in the market first time. Development and necessities make the new plug focuses without rendering and battling the billboard industry. Electronic signs can be seen in like manner with standard declarations.

In exhibit day despite of the climb of electric devices like radio, television and web, billboard industry remains more prominent than past. Billboard industry has a noteworthy offer in expansive correspondences and advertising philosophies. Billboards are direct, tough, low float, basic approach and versatile displaying course of action notwithstanding some other advertising mechanical assembly. Any clash of thing or advertising can't be productive without outdoor billboard advertisement.

Every reality and figures demonstrate that the progression of food advertising. Outdoors advertising industry is serving and going extraordinary. Giant size with a great deal of authorities and spending design there are amounts of advertising agencies are creating and encircling in reliably. Consistence of the trust and achieving targets is making heaps of degree for the change and movement for the outdoors advertising. In days there are 3D billboards can be seen in big cities that look more sensible and general than ordinary strategy for marketing? Marketing experts and multinational clients of outdoor advertising plugs for the displaying understand that sufficiency of advertising touching the purposes of repression of the new horizons.

Billboard industry is the key part of growing food business and country that arrangements and changing in advance business strategies that leads audience toward changing behavior towards advertised products purchasing with more attraction. Country like Pakistan, advertising most creating industry that has giant augmentation and deliver comes about on national spending design.

The most critical segment of the concentration bunches is the gathering of enlisted members that are engaged with the talk of the item with the questioner. To decide the kind of individuals you have to direct an effective concentration gathering, one would set up the objective market of the item, and search out individuals who fit the statistic. For example, another nibble for kids is going to be put available; a concentration assemble questioner might need to discover youngsters who watch a specific TV slot on which the item will in the long run be publicized, to partake in the concentration aggregate dialog since they would give the questioner knowledge with respect to what kids will search for in the item and in the business. These members experience screenings before the concentration gather is held, to guarantee that their essence will be gainful to the questioner, and they should will to give their complete consideration and legit feelings and contemplations on the item. Financial motivations are normally given to center gathering members to compensate them for their interest.

Strategies behind edible outdoor advertisements

The tactics to sale food and beverages have changed over the decades. In early advertising and marketing, there were four basic tactics, i.e. selling, buying, transporting, and storing (Trijp & Hans, 1996)

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The dietary patterns of society all in all have radically changed in the course of the most recent couple of decades. The convergence of innovation, advertising, pictures in the media and changes inside present day social and family esteems assume a major part in the mental advancement of customers in the sustenance benefit industry. Pictures in advertisements and media impact our needs to buy sustenance and change our observation on what makes nourishment engaging.

By the 1930s, the food advertisements began to form into a purchaser's market as the opposition for customers' cash expanded. Along these lines, nourishment providers started to think of approaches to invigorate deals to customers to coordinate or surpass the offers of their opposition. This is the place consumerism the accentuation of utilizing showcasing and publicizing systems to get a customer base was conceived. With continuous advances in innovation since that time, promoting guidelines began to move, and advertising efforts became possibly the most important factor in the advertising of food and drinks.

The idea of promoting started essentially as a method for creating attention to items and getting the organization's name into people in general eye. Earlier and amid the World War II period, sustenance items were showcased to ladies; particularly, the moms as well as spouses of the family unit. Notices were kept straightforward, and the main genuine techniques for promoting in the early circumstances were through daily paper distributions and over the radio. Today, we have various routes for publicists to spread familiarity with their items and elevate deals to their buyers, for example, yet not constrained to magazine promotions, TV advertisements, film promotions, boards, daily papers, radio, and so on.

The buyer's view of the item starts with the execution of the commercials that are conformed to promoting research, and appeared on TV stations that are ensured to be seen by the objective market that the item is being sold to. From the shopper's viewpoint, quality is measured by four noteworthy perspectives: tactile quality, wellbeing, accommodation, and certain preparing qualities.

The part of promoting is most imperative to an item or nourishment thing when it is first being put on the grocery store racks or on an eatery menu. Organizations must put extraordinary sums of exertion into finding the most ideal approaches to pull in regard for their items and adequately spread mindfulness among the buyers in the objective market, attempting to demonstrate to them that they require and need to purchase their item.

Edible outdoor advertisements Karachi

Karachi is the world's fifth largest city where more than 2 billions people are living and it is the most populated city of Pakistan too. There is such enormous quantity of issues and in Karachi the billboards also considered as an issue for the society of Karachi. Courts oftentimes take notice and offer solicitations to remove the billboards from the populated areas.

Billboards often cause accidents in Karachi; multinational companies and land mafias have no concerns with the public problems if a billboard falls on people or home. Mostly billboards displayed in populated areas, roundabouts, shopping malls, offices, homes, and apartments. Billboard makers put low material to make billboards for the more profit. They have no concerns for the damage of public because their board are insured or has low coast material.

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Advertisements in the last few decades has become be much clever in "pulling in" individuals into obtaining items, and are intended to target particular group of onlookers that would be well on the way to purchase the item being referred to. The issue with a significant number of the ads as of late is that they are excessively smart, and it is practically as though they contain subliminal messages telling individuals that they "require" purchasing these items. The sustenance business and their advertising partners are exploiting their capacity to pinpoint precisely what individuals of certain ethnic gatherings, financial gatherings, sexual orientations; ages, religions, and so forth search for in items to make notices appropriately. These promoting strategies end up plainly hazardous when the item being referred to is unfortunate, and is being showcased and publicized to buyers with practically no instruction in nourishment, and with earnings that limit them from having the capacity to buy sustenance things that are more advantageous and regularly costlier.

Practically every family had a TV, offering ascend to a more customized target group of onlookers. Since kids' TV programs turned out to be more boundless and ads, for example, "Maggi Noodles". The possibility of "speedy and simple" suppers turned out to be more perfect amid this time, expanding the fast food industry prevalence quickly. Places, for example, McDonalds, and KFC were flourishing from their commercials. Solidified, warm capable food additionally started to be publicized considerably more, supplanting the promotions of single fixings that were publicized to target housewives.

We see hundreds of advertisements in a day. Getting up in the morning, once in a while hear the sound of our caution radio promoting items, regardless of whether it be the sound of Atif Aslam's voice singing "Pepsi-Cola" or the Dil mangy Abhi. Then, as we creep out of overnight

boardinghouse down the stairs in the kitchen, when we open the window of room, we see an advertisement on a billboard in front of our house what tops off an already good thing of cake blend or an advertisement for a particular sort of pooch food on my canine's crate of treats. Sibling may stroll in and is dressed for school wearing a most loved shirt of his and his most loved Blue Band Margarine. Advertisement for an organization, the logo or name mark on his shirt and or on a school bag is another type of advertising.

Statement of the problem

The present aims investigating and exploring outdoor advertisement of edibles for persuasion of the audience toward change in attitude and behavior. This study will also investigate the perception of people regarding outdoor advertisement of edible items in Karachi South District in terms of information, beliefs, and attitudes and behaviors within the values of the society.

Objectives of the study

- To explore the presentation effect on audience of bright colors, slogans, price extra quantity, discount vouchers etc.
- To explore the audience perception about satisfaction, standards and truthfulness about advertisement and how much time they spent to view bill boards.
- To explore persuasive appeal of women as a sex object on outdoor advertisement.
- To know the effectiveness of outdoor advertisements to persuade the people, change in attitude and behavior to purchase.

Literature Review

Billboard history dates back to early civilizations. On ancient Egyptian we can see obelisks and Columns are four sided with pyramidal tip and were created with a stone that was not carved into pieces before and it was big stone. These columns are not only having decorative aspect but also used to preach Ancient Egyptian religion and on them were craved Religious phrases and various prayers. Also, the content on these columns were limited to religious and political items, but undoubtedly fits the definition of advertising today The first steps in the advertising in 1450 pointed to a time when "Johann Gutenberg" invented the portable printing press and published flyers and introduced the advertisement to the world (Saleem, 2011). Trend of billboard advertisement is very common and is increasing day by day. So, main focus in the study is to find out the impact of billboard advertisement on customer buying behavior. Main purpose to analyze the impact of buying behavior of the customers is that why people act in certain ways under given circumstances. Women are traditionally more active in purchasing of inexpensive goods and services, while men are responsible for the purchasing of cars, real estate or financial services. It was also underlined that women have a positive response on the male-directed advertising, while men usually reject female-oriented ones. (Jain, 2015).

Advertising acts like a front desk to the customers. The core purpose is to build the image of the company and its products. Reinforcement of the sales is possible only through approaching the outdoor customers (Taylor, 1978).

Presentation of edible billboard advertisement must be straightforward and appealing, complex text, rush of colors, irrelevant pictures and signs can be lost attention of target audience. A best package of presentation only can get more attention. Message on billboard must be clear

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and simple to peruse, utilize strong and regular fonts, and maintain using complex font, more colors dull stroke, and sharp background can be damage the message of the advertisement, colors and background overcome the product and purpose of advertisement will fail (Zukin, 2013)

Colors mainly do not seem to help influence the buying behavior but they draw a lot of attention. For example a lot of red indicates there is a danger or something. A touch of red in a black and gray can indicate energy and passion. Maybe adding a dash of orange to inject energy can still be fun so color schemes in the bill board advertisements play a vital role (Chmielewski, 2000).

In 2013 a potato chips “LAYS” controversy and misleading was spread by rivals that it contains a Haram ingredient. Sales of LAYS CHIPS were fallen all over Pakistan. Junaid Jamshed a former star singer and a religious figures appears on a TV program and ate LAYS Chips delivering message that “it is not HARAM it was just a misleading I owe and guaranty that its purely vegetables and all ingredients are halal” can make a big difference. (Natiq, 2013)

Modeling equally plays a vital role in outdoor advertising. In a Tea Whitener Commercial, Shoib Malik (Pakistani Cricketer) and his wife Sania Mirza (Indian tennis Star) her significant other and most conspicuous tennis star of India is ideal review to the Indo-Pak Cricket Match on 19 Walk, the Profoundly (featuring star Indian tennis player Sania Mirza and her better half Pakistani cricketer Shoaib Malik is the ideal see to the India-Pakistan coordinate the genuine couple light focused exchange about the best products in their individual nations has just caught hearts performing artists of sides of the fringe. The two stars differ on sustenance, cricket and music yet at long last wind up loving something towards end, Tea whitener. (afaqs, 2016)

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Portrayal of women as a model in advertisement is a common practice in whole world. It is old as mankind, Advertisers utilizes the female models to get more attention from audience, and particularly in edible advertisement utilization of a female model is high then others. It is a fact that every edible item is belongs to kitchen and kitchen belongs to women. Who hasn't seen the enchanting Katrina Kaif in the glimmering Cut Advertisements! The attractive starlet sizzles with 'unadulterated mango joy' in the Cut Promotions in both Pakistan and India and individuals can't get enough of it! It without a doubt is Katrina behind every one of those risen Cut deals. Making Katrina the brand diplomat for Cut was a champ of a thought. Tropicana Cut from PepsiCo highlighting Katrina Kaif as its image representative will influence you to dribble over the mango drink. In Pakistan foreign models preferred over local especially edible products. Top Indian actresses can be seen in Pakistani advertisements acclaimed on-screen character can be found in food advertisements. (VINAYAAPRIL, 2014). The evergreen starlet Kareena Kapoor was marked on as the in Magnum advertisement. Kareena's Magnum TVC 2015 was extremely popular a year ago when it initially publicized! Wearing a chocolate dark colored dress, Kareena dazed while seen for around 7 seconds, as she plunges the frozen yogurt in chocolate and takes a substantial nibble from the treat. With the chocolate circle in the inside and nuts covering the outdoor, it's no big surprise Magnum is one of Divider's greatest triumphs. Go Magnum! (Imran, 2016).

KARACHI: Increase presence of women in Pak media in the past five years.

According to Global Media Monitoring Project (2015) titled “Who Makes the News”, monitoring of six newspapers (print), four news channels (television), two radio frequencies and five news websites, and tweets by a team of 17 volunteers, mostly university students, focusing

on several aspects of gender representation in news content, revealed that an increase in the overall presence of female reporters from 11 per cent in 2010 to 16 per cent in 2015. However, though the presence of women as reporters and presenters may have increased but:

“Actual stories about the ‘real’ Pakistani women remain invisible and stories with women being sensationalized and trivialized”. Sexual objectification still persists in the Pakistani media, “more so in the regional and Urdu language media than the English language ones, across all media”. The report does also acknowledge that “a single day of media monitoring is not enough to reflect the media practices and/or violations of ethics that prevail”. (Rafi, 2015)

Historically, people have recognized six core emotions: happy, surprised, afraid, disgusted, angry, and sad. However, in 2014, the Institute of Neuroscience and Psychology published research stating that the distinction between four of these emotions were based on social interactions and constructs. Mentioning that human emotion is based on four basic emotions: happy, sad, afraid/surprised, and angry/disgusted.

After consuming the relevant literature available on this topic Researcher can summaries that marketing and from ancient to future world; it’s a part of human life. Especially in food advertisement advertising is basic necessity of profit and making business to new horizons. Advertising is just a tool of business. And tools are emotionless. Who running them they don’t know, can’t resist and even can’t express their feelings that it’s right or wrong. Producers of food products produce product just for business like any other product producers. Very little companies and group have managed their product for interest of their consumers, mostly are just to make more and more money in short time and limited investment. In my personal opinion

advertising is just a gun to hunt consumers' needs with telling them don't worry, it will not hurt you. Food advertising like any other tool of advertising just glamorizing the society to push them to select just particular brand, purchase the costly product to be prominent in existing society. It's a race in crowd that how much they using the food brands, and how much in their buckets. It's manipulating the purchasing power of a common man, its damaging in somewhere norms and values of society in the name of glamour and enlightenment of society. A lower class person no need to purchase a MacDonald burger but advertisements can push to take some whatever they afford or not.

Theoretical framework

Persuasion Theory:

The idea of Influence has been produced, after investigations went for characterizing the ideal convincing viability of publicity being it political or an advertising effort. Its process comprises of three stage display: Correspondence Mentalities Conduct. Four mental elements of Crowds, group of onlookers are occupied with getting data. Selective presentation, individuals are more inspired by a message on the off chance that it underpins similar feelings and thoughts that they as of now have. Selective discernment gatherings of people select data that is appropriate for them, and a message can be deliberately misconstrued or just not got if crowds haven't gotten that snippet of data. Selective retention sentiments transmitted by a message will be better remembered in the event that they are intelligent with those of collectors'. There is additionally a connection between the message length and its remembrance in a recipient's brain: the more drawn out a message is, the more viable the influence on the beneficiary will be. The primary preferred standpoint of Influence Hypothesis is that it offers savvy approaches for different

employments. It can help in very different sort of circumstances: from determination of contentions to comprehend hierarchical, promoting, deals and advertising issues, yet can likewise help in relational connections. Governmental issues: to advance certain applicants, influence voters to switch their inclination, persuade masses about required changes or about the legitimacy of certain political responsibility for society. In promoting to position items or administrations in purchaser's brain to convince prospects to switch provider to make a requirement for new items, to manage offers of money bovine's message to change authoritative culture to help or actualize a change venture, clashes and arrangements. Persuasion is best when a communicator expands on existing esteems & convictions. Since influence is prevalently use in daily papers, radio, TV, instruction and expressions, the individuals who hate these apparatuses are more averse to be convince (Dale, 1930).

But such persuasion is not limited to children. When an adult is presented with a new object, situation, or context, others will often attempt to persuade this individual to act in a certain way. For instance, if John gets a new job, his co-workers will likely attempt to persuade John to act in accordance with the norms of the office (Dillard, 2002).

Elaboration Likelihood Model

There are two ways we define and choose our choices and consequently get convinced: then we are persuaded and ready to focus, we take a legitimate, cognizant considering, focal course to basic leadership. This can prompt lasting change in our state of mind as we embrace and expand upon the speaker's contentions. In different cases, we take the fringe course. Here we don't focus on powerful contentions yet are influenced rather by surface qualities, for example, regardless of whether we like the speaker. Despite the fact that we do transform, it is

just transitory. Practically speaking, this is even more a range than a bipolar model. We may progressively see and consider confirm or consistently let occasions act essentially as signals to programmed reactions. What of it? Utilizing it to impact longer-term changes in mentality, utilize the focal course, consistence, and utilize fringe course. Learn to pay attention to how you are making decisions. In particular, pause when you are about to make a commitment. Think back about how you made your decision. Was it reasoned, or did you somehow seem to arrive at the point of commitment without much conscious thought. (Cacioppo, 1986)

Research Question

1. How much time audiences spend in viewing outdoor advertisement?
2. Which elements in the outdoor advertisement attract the audience?
3. Whether and to what extent audiences are satisfied with standards and truthfulness of outdoor advertisement?
4. How are the women portrayals in edible outdoor advertisement?
5. What are different factors which lead to purchase the product?

Methodology

Research Design

This was a Survey based research on a town of Karachi city. Questionnaire was the tool of data collection.

Population

Karachi is the largest city of Country and the 6th largest city of the world. Urban population of Karachi comprises of six districts that has been increasing up to 63 per cent since the previous census conducted in the country 19 years ago. Districts of Karachi are Central District, East District, West District, South District, Malir District, Korangi District. This study is based on south district of Karachi that covers areas are Saddar Town, Jameshed Town, P.E.C.H.S, Karachi Cantonment, Clifton Cantonment and Defence Housing Authority.

Sample Frame

In the survey sample of 200 convenient respondents over the south district of Karachi by researcher to present the questioner to the audience to fill it and give it to back for the further analysis to the study. The method of random sampling was used to develop the sample of the research under discussion. According the method, which belongs to the audience of south district Karachi only sample members are selected randomly from every possible part of mentioned areas to fulfill the need of this study. Researcher collected the data from difference areas of Karachi South District, like Saddar Town, Jameshed Town, P.E.C.H.S, Karachi Cantonment, Clifton Cantonment and Defence Housing Authority.

Data Collection

For this research to explore the audience perception about edible outdoor advertisements, research of the given study went to the public places for collect the data in form of questionnaire to present to the respondents in markets, shops, roundabouts, houses, schools, universities, offices and streets to fulfill the requirement of research purpose. Respondents filled the questionnaire and returned to the researcher.

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There were two section the questions, fist 7 questions were nominal which includes the Name, Age, Gender, occupation, monthly income, qualification and residence of the respondents. In second section there are 18 questions asked on the inverse Likert scale that are the major questions for explore the audience perception about given topic.

Return Rate of Questionnaires

Return rate of Questionnaires was 100% because of a small sample size. Researcher made it sure that minimum 200 respondents fill the questionnaire and return.

Demographic Variables

- **Age**
- **Gender**
- **Education**
- **Residence**

DATA ANALYSIS

Age and Gender Crosstabulation

What is your gender?				
Age	Male	Female	Transgender	Total
15_20 Year	10	17	4	31
21_25 Year	54	24	4	82
26_30 Year	20	14	5	39
31_36 Year	17	10	0	27
40_Above Year	8	13	0	21
Total	109	78	13	200

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In this case study, there were 200 respondents from south Karachi. Age and gender crosstabulations is distributed by 10 males, 17 females and 4 transgender having 15-20 year of age, 54 males, 24 females and 4 transgender having 21-25-year age, 20 males, 14 females and 5 transgender having 26-36 years of age, 17 males, 10 females and 0 transgender having 31-36 years of age and 8 males, 13 females and 0 transgender having 40-above years of age.

Gender and Qualification Crosstabulation						
Gender	Nill_4th	Primary	Secondary	Graduate	Master_Abv	Total
Male	4	8	29	47	21	109
Female	0	1	21	40	16	78
Transgender	7	4	1	1	0	13
Total	11	13	51	88	37	200

Males in this study having qualification Nill-4th grade, Primary, 8 Secondary 29, Graduate 47, masters and above are 21 and total are 109. Respectively females are 0, 1, 21, 40, 16 and total is 78 transgender respectively 7, 4, 1, 1, 1 total are 13. Whole population respectively 11, 13, 51, 88 37 and total is 200 participants.

Tab 3: Residence

Perception	Frequency	Percent
Saddar	43	21.5
PECHS	42	21.0
Jamshaid Town	35	17.5
Clifton-DHA	54	27.0
Others	26	13.0
Total	200	100.0

Respondents who living in different areas of given population.43 respondents with 21.5% of population are living in Saddar, 42 with 21% are living in PECHS Society, 35 with 17.5% are living in Jamshaid Town, 54 with 27% are living in Clifton and DHA, 26 respondents of the population are living in small towns of population area.

Image 1: Response to “I often watch billboards of food ads”

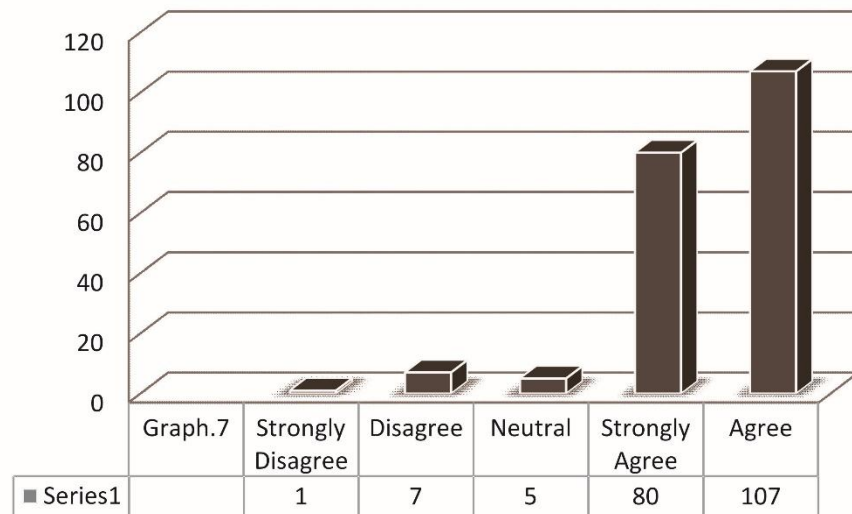


Image 2: Response to “Billboards in crowded areas and markets get noticed many times in a day”.

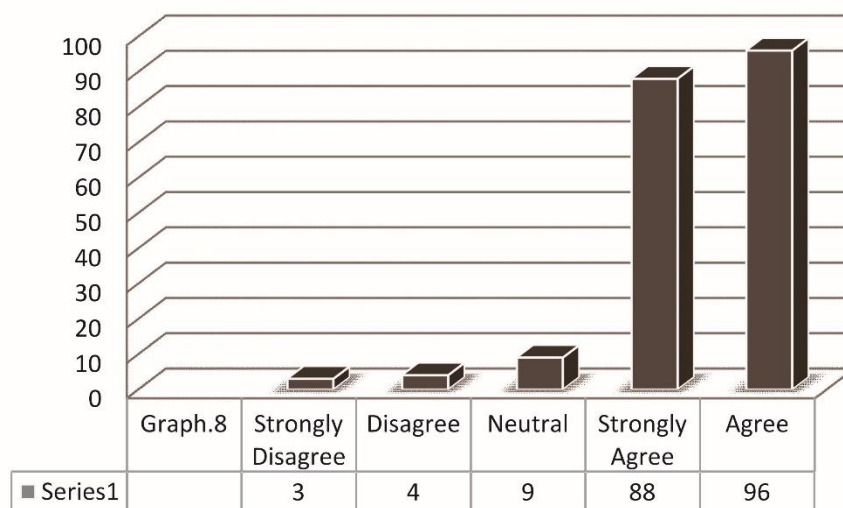


Image 3: Response to “Billboards are visible enough to get noticed”

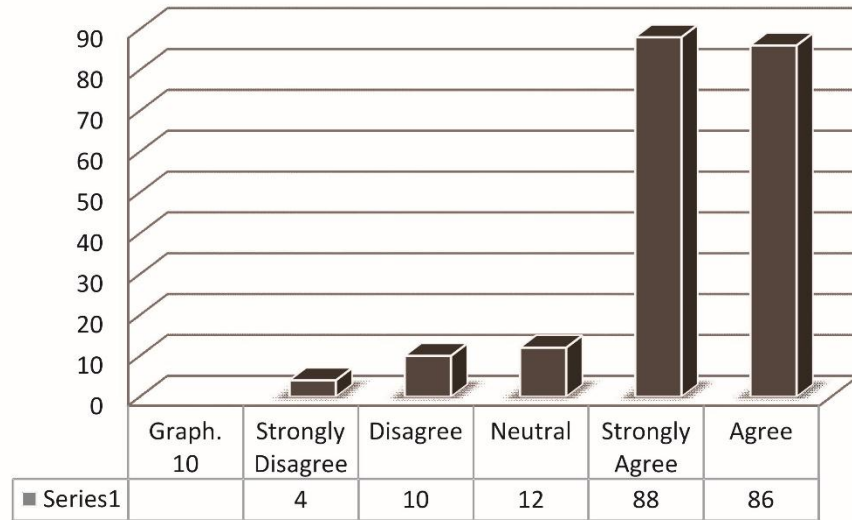


Image 4: Response to “Billboards with bright colors, Short but concise Message attract more”

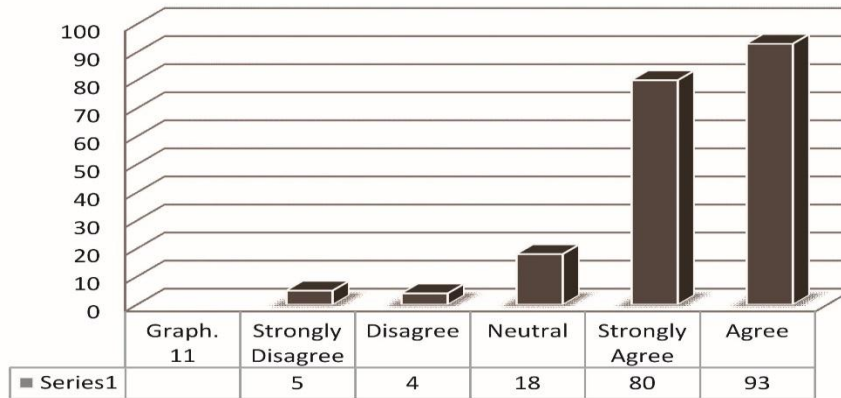


Image 5: Pictures of food and models attract me to see the advertisement.

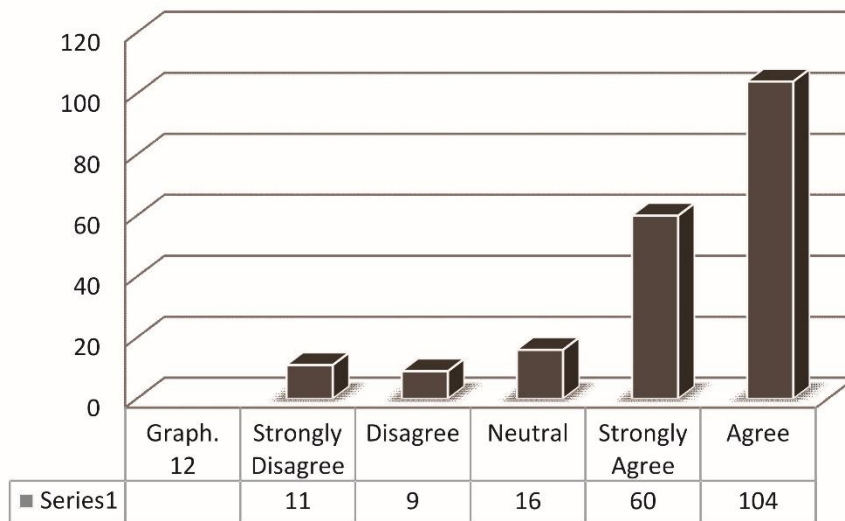


Image 6: Response to “Emotional and motivational contents get more attention”

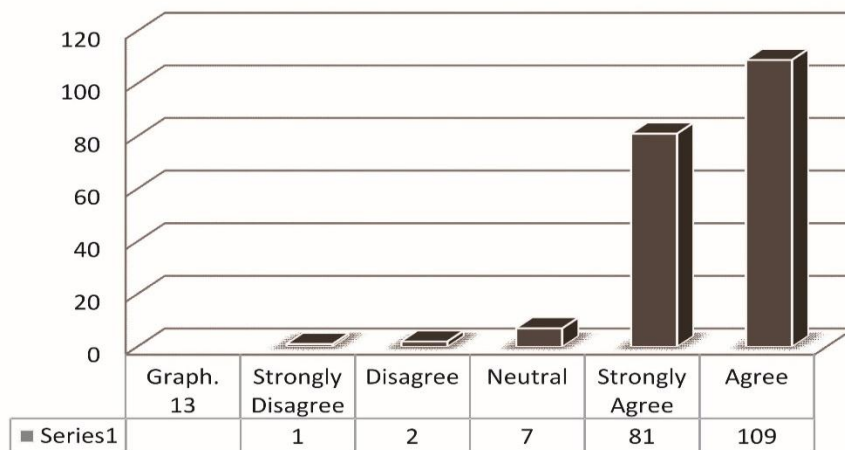


Image 7: Response to “It is actually a brand name that attracts in food advertisements on billboards”

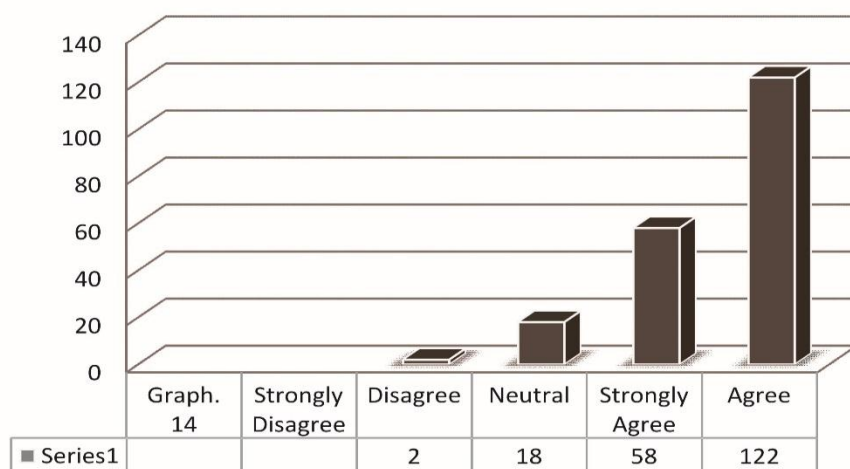


Image 8: Response to “Quality of the food products advertised is satisfactory”

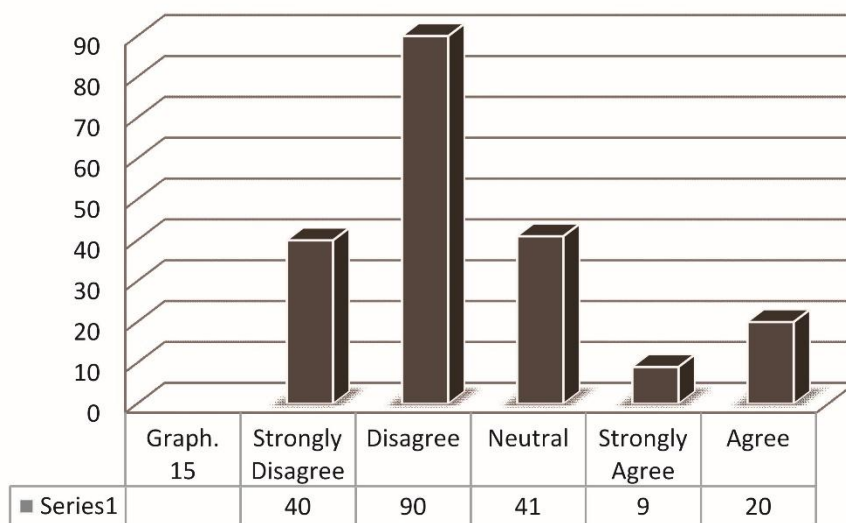


Image 9: Response to “I trust in the information given about the products advertised through billboards”

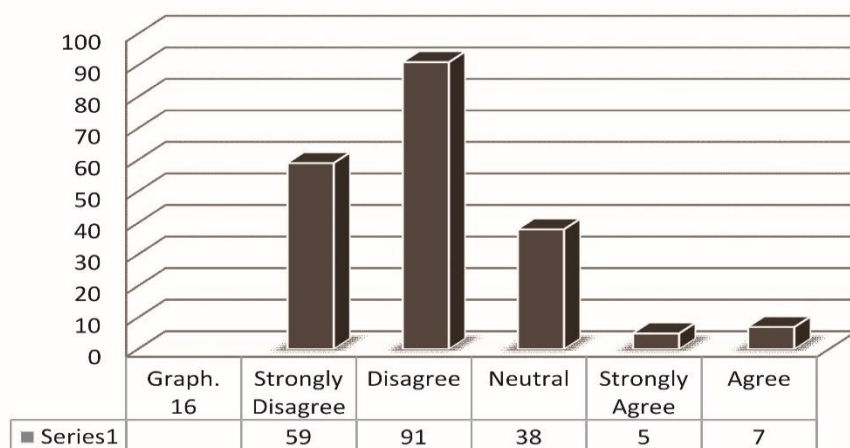


Image 10: Response to “Health related claims in most of the food advertisements are true”

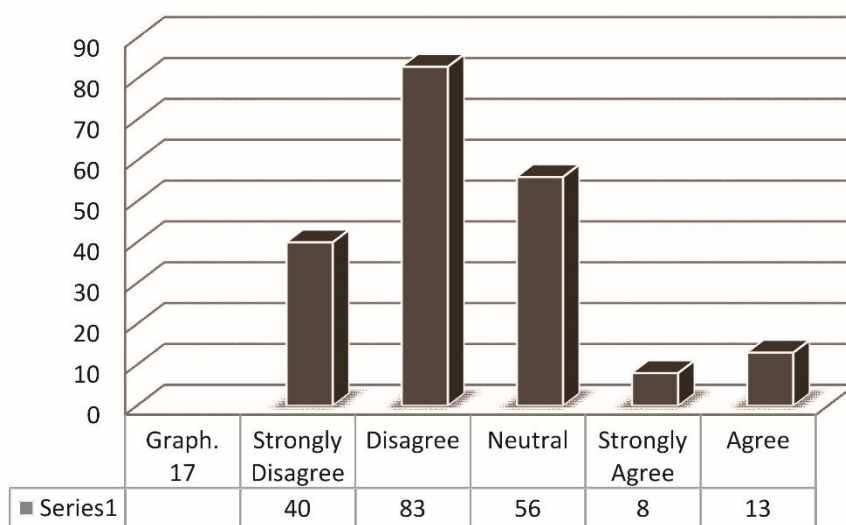


Image 11: Response to “Portrayal of Female models on EOA is damaging the norms & values of the society”

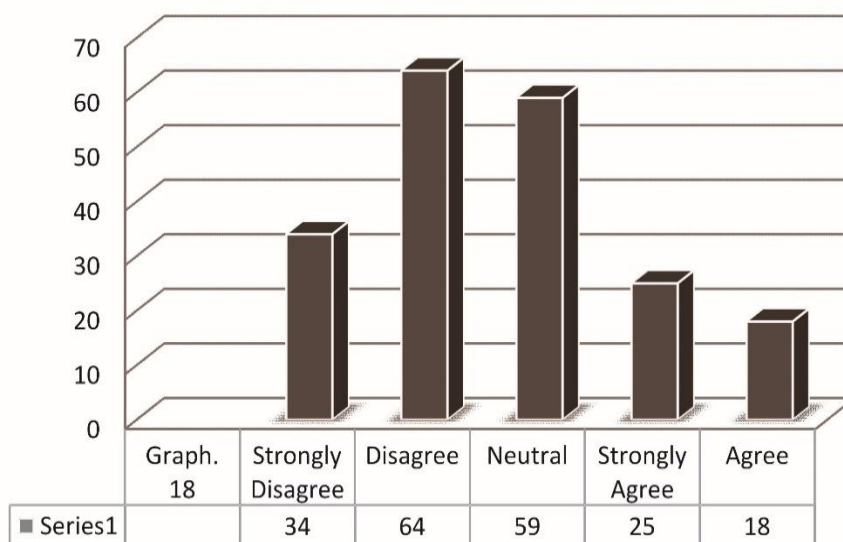


Image 12: Response to “Pictures of women on EOA should be well mannered and properly dressed”

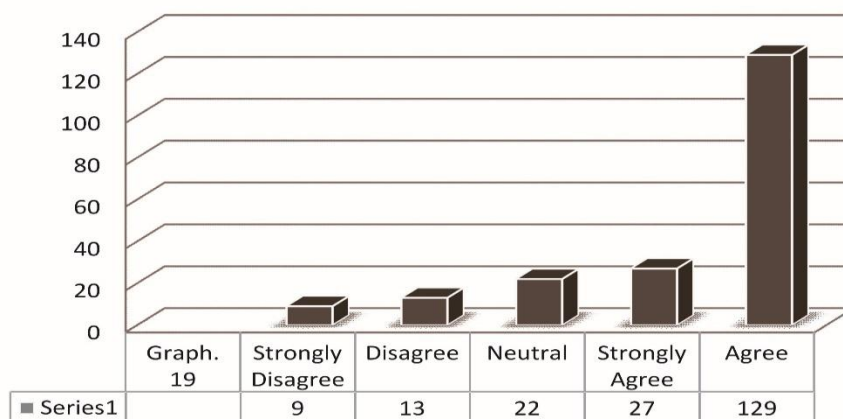


Image 13: Response to “The dressing and gestures of models in billboard advertisements is appropriate”

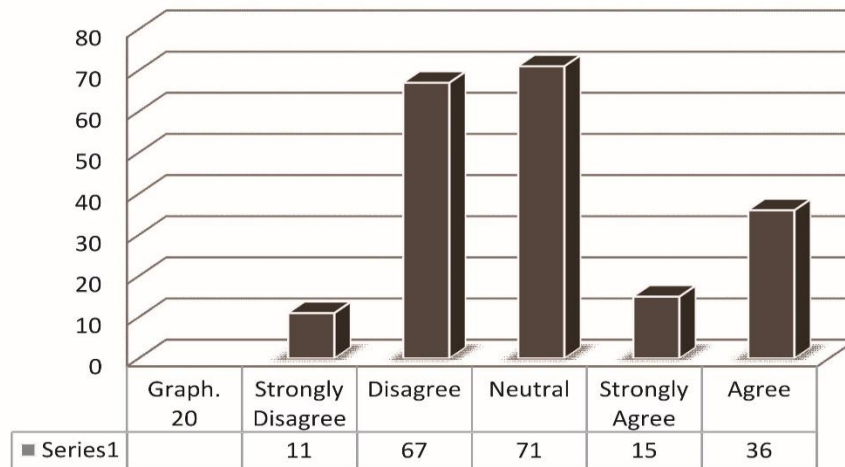


Image 14: Response to “Portrayal of women in EOA is the key component to convince buying that product”

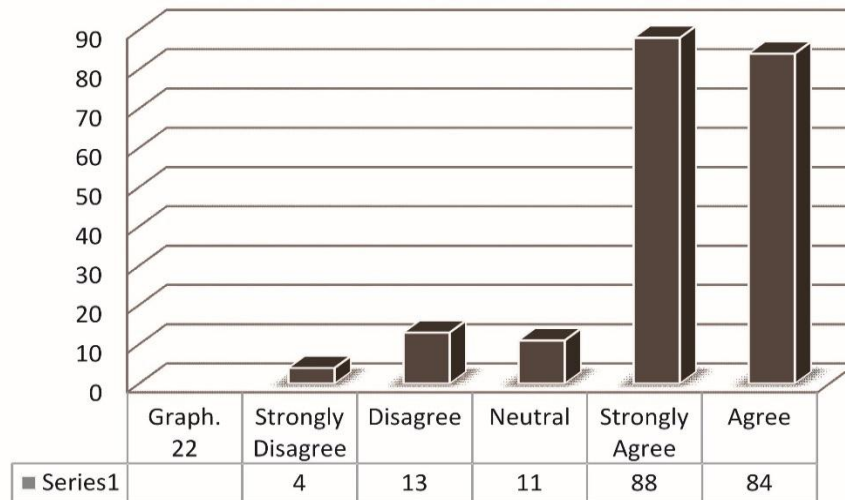
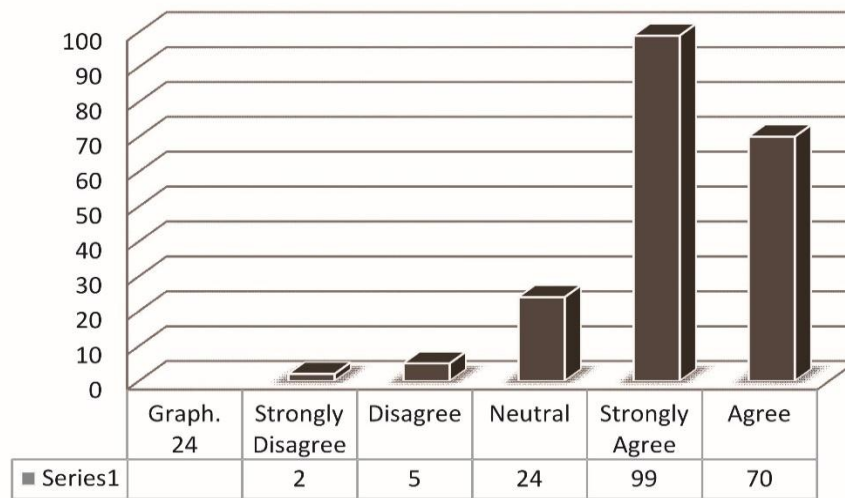


Image 15: Response to “Peer and family relations are exploited to boost the sale of food products through Ads”



Discussion on Results

In this study researcher found that very low quantity of audience can ignore the billboards, un instinctually billboards get notice in markets traffic signals and even when a person driving he/she see the billboards. Results show that every person of the population is admitted that he/he see billboards regularly and many times in a day. It is also figured out by research that most populated areas like, market, Round About and roads that have heavy traffic having more outdoor billboards then other areas and places and they can be noticed in a day many time, it can't be ignore due to rush of audience in working hours and even late night till dawn.

The study affirms the statement of Dillard (2002) as mentioned in the perspectives of persuasion as a whole process. Study shows that billboards with bright colors, Short but concise message are most attractive billboards. There is no doubt that pictures of food and models attracts more towards advertisements. Good, juicy and mouthwatering pictures of food make an advertisement more attractive hence pictures of beautiful and attractive models also influence the audience behavior, attitude and perception about any product.

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As the Petty & Cacioppo (1986) mentioned different routes of persuasion, we being the humans and integral part of the society population are bound with emotions. In houses, relations and buying products emotion plays a big roll. One thing that more important in the perception found that branding of product have big role in purchasing behavior, people of any class of the society here are conscious about brands, it is also can be understand that brand are the name of trust or status symbol that is major factor of market strategies.

Perception about food quality is not satisfactory in audience. Majority of the audience is not satisfied and not trusts on information given on the food products. Very small number of people only trusts the brands. Almost 150 respondents expressed their opinion that they never fully trusted on given information. only, 12 persons show trust on the information about the product. Perception about health claims are also not welcomed by the audience.

When asked about portrayal of women in the food advertisements on the billboards, audience responded it with almost a huge majority that they are not agreed that portrayal of women damaging the society, On this particular question society is divided or confused about gender discrimination and giving a positive approach that women must have to be the part of every field, it may be can be the reason that the target audience were mostly students, job holders and females. Every Society has its own parameters and standards about living and clothing. In this study the majority agrees on that pictures of women should be well manners dressed up. But in some parts there was an acceptance about bold wearing that the women have right to choose that what to wear or what to not.

In previous question where audience agreed on that pictures of women should be in proper manners but in this question audience divided in opinion mostly participants are ignore

and not to comment on this question and almost and other population is divided on both sides, numbers of people are exceeding in disagreement and low quantity is on agreement side.

Women's portrayal in advertisement is not a new phenomenon; it is a fact that opposite gender has attraction and makes big difference. In given society household belongs to women but buying power is in pockets of males, so it takes big effect of buying behavior. In this study only few people are disagreed hence 172 persons are agreed that portrayal of women is convincing buying the products. Likes and dislikes is a state of mind but it is the ground reality that humans avoid the thing that they don't like and love the thing that they like, in buying behavior humans prefer the product that has a picture or message on it which belongs to their favorite personality or model. Only 11 people disagreed on it and 171 people agreed that the attractive models and famous personalities are convincing the buyers to that particular product.

Peer and family pressure is an influential element in human's life, a person can ignore him/herself desire but not ignore children choice, demand and pressure, edible products are the biggest market of every society so it is understood that the boost of buying and changing behavior or perception is must in this case.

Conclusion

The study revealed a that very low number of audience/prospect consumers can ignore the billboards; un instinctually billboards get notice in markets traffic signals and even when a person driving. Findings show that almost every person of the population has admitted that he/he sees billboards regularly and many times in a day. Billboards with bright colors, short but concise message are the most attractive billboards. Juicy and mouthwatering pictures of food make an advertisement more attractive hence pictures of beautiful and attractive models also

influence the audience behavior, attitude and perception about any product. In the given society population is bound with emotions. In houses, relations and buying products emotion plays a big role. Emotional attachment is another prominent key factor that leads toward changing the behavior and attitude of audience towards purchase. Branding of product has a big role in purchasing behavior. People from every class of the society are conscious about brands. Perception about food quality is not satisfactory in audience's perception. A very low number of people are satisfied with food quality as advertised and majority of the audience is not satisfied and they do not trusts in information given on the bill boards. Perception about health claims are also not accepted as true by the consumers.

A huge majority do not agrees that portrayal of women is damaging the society. On this particular question society is divided or confused about gender discrimination and giving a positive approach that women must have to be the part of every field, it may be can be the reason that the target audience were mostly students, job holders and females. The majority agrees that pictures of women should be well dressed up. In this study given results shows that the perception about discount and sales is highly in agreement that discount sale and free vouchers grab more attention. Women portrayal in advertisement is not a new phenomenon; it is a fact that opposite gender has attraction and makes big difference. In this study it was found that portrayal of women is convincing in buying the food products. Attractive models and famous personalities are convincing the buyers to that particular product. Peer and family pressure is another influential element.

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