

External Advertisements (Billboard Advertisements and its Impact on Sugar-free consumers in Abdoun Area)

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Abstract— Each marketing process mainly aims at achieving short- term and long-term organizational goals as the main key objectives of marketing are to inform, persuade and remind consumers, in the short-term, increasing sales volume, and the number of consumers who buy organization's products or use its services, will contribute in achieving long-term goals such as; sustainability, the continuation of an organization, maximizing the wealth of owners, increase organization market share, and implantation of the organizations name, products awareness, and products/services preferenace among consumer's minds.

Achieving such goals need the organization to look for an integrated set of elements to employ them to work to achieve these goals. It was agreed by researchers, marketers and academics to label these items as "Marketing Mix". Elements of marketing mix include the "4Ps", Product, Price, Place and Promotion.

In this regard, Promotion Process is one of the most important responsibilities to marketing department in an organization. Promotion could be done through multiple channels. Hence this research will focus on advertising as a public channel, to promote the products of an organization, and discerning the impact of Billboard advertisements on consumers' behaviors.

For the purpose of this research, Billboard ads include signboards and posters that hung in public squares and streets, and those posted on public transport. In order to demonstrate the impact of these ads on the consumer behavior through a questionnaire that been distributed on a randomly selected sample of the population of Abdoun Area (high income area in Jordan) who consume sugar-free foods, which will be studied, observed and analyzed according to the research problem which is "Road ads have slight influence towards the old consumers of sugar-free foods, but have a significant influence on the new consumers of these foods."

Index Terms— Sugar-free, Billboard Advertisements, Abdoun Area, Impact on Sugar Free, External Advertisements, High Income, Abdoun, Sugar-free consumers.



1 INTRODUCTION

SINCE billboard is being considered as one of the most effective ways of road advertising for different types of products which mainly focus delivering many promotional messages about products or services, such activities could mainly aim to create brand public awareness, build/keep brand image, brand preference, or create a product need.

In this research we will study, observe, and analyze consumers behaviours towrds sugar free foods in Abdoun area, sugar free foods are being considered as diet foods which taking much attention and considaration in people minds those days, while such sugar free segment need special consumer segment to be consumed, as low and mid income people are not deeply interested to invest in such products, and hence the choosen of Abdoun area become as Abdoun area is being considered as the most affluent and expensive district in Jordan country so that we can have a very obvious image about this segment of consumers as well.

In order to get the clearest image about Billboard advertise-

ments and its impact on sugar-free food consumer's behaviour in Abdoun, 150 persons will be interviewed through a potential questionnaire that deeply understand and highlight consumer behaviour towrd sugar-free food advertisement; those people have different age/ gender segments and are consumers of sugar free foods with different levels of consumption.

2 LITERATURE REVIEW

Detailed submission guidelines can be found on the author resources Web pages. Author resource guidelines are specific to each Promotion is the most obvious element in the marketing process. Marketers can influence the consumer behavior through using persuasive messages to be published through effective communications tools and methods. The goal is to deliver product features to the largest number of people, these features include; product benefits, and associated tangible

objects and services, pricing strategies and place component (Grier and Bryant, 2005). Generally, promotion for products and services aims to achieve the following purposes:

- * Attract the attention of current and potential consumers.
- * To provide full information about the product or the service to the public.
- * Definition of the organization, which produces this product, or offers this service.
- * Implantation of the product or service name, and the name of the organization in the minds of potential consumers.
- * Motivate the consumers to buy the product or service in a persuasive methods (www.idrc.ca)

In order to achieve these goals, the organizations using advertising as one of the most important elements of promotion mix. In marketing literature, one can find various definitions of the advertising, academically, advertising is a form of communication used to encourage or persuade an audience to continue or take some new action.

Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. That can be generalized by promoting a product or service or idea or person or place or a particular pattern of behavior, and seeks to have impact in the minds of the public in order to achieve behavioral response in the direction wanted by the advertiser. Also, advertising activity, has a cost, and clarity of personal advertiser or promoter, or may be inferred from the ad's message (Wikipedia, Mualla and Tawfeek, 2001, 326).

Since the goals of advertising is to influence people's behavior towards the product or service, it was reported in the literature researches, dealt with this subject, Nomura et al (2008), in a study entitled "Changing behavioral patterns to promote physical activity with motivational signs", where the study was carried out in a train station in Japan, consumers can either ascend to rise 37 stairs, or by using escalators. The purpose of the study is to evaluate the effectiveness of motivational signs in promoting stair use instead of escalators. The consumers were coded by gender and age; over 65 years, under 65 years, and 13-18 years for students. The study lasted six weeks to observe the impact of motivational signs to encourage passengers to use the stairs instead of the elevator, and 45 posters and banners with motivational messages were used to encourage stair use. Also the researchers have published a news release of this study on a website and in a local newspa-

per during the intervention period.

The results showed that:

- * 43, 241 escalator stair-choice observations were made.
- * Stair use increased significantly from 3.58 to 4.93% during the first two weeks.
- * Stairs use had a significantly high value of 5.8% during the intervention period of 3-4 weeks.
- * Stair use also increased among groups during the study periods with the exception of women 65 and older.

Finally, the most important outcome of this study was that the use of signs was effective in changing behavior during the period of sign use.

In the article by (O'shea, 2010), entitled "Road show Takes Mitel Directly to consumers".

This article is a case study of Mitel Company, which decided to use a more direct approach to meet consumers according to their terms. By using bus with an attractive signs include Mitel logo and name, and outfitted with Mitel Product, ready to be shown to the largest number of consumers. Then the researcher presented the recommendations of Larry Borden, founder of the Borden Agency for Mobile Marketing.

"Before hitting the road, marketers should ask themselves a few basic questions:

- 1- What do you want to accomplish?
- 2- What size bus do you need?
- 3- How long do you want to be on the road?
- 4- Do you need the full support of a partner, or are there some things you want to do yourself?
- 5- How much are you willing to spend to get started?

(Oshea, 2010)

The researchers believe that the use of this method for promotion, allows identifying the name of the organization

and its products to the largest number of people, especially if the bus was running on a main road crowded with traffic. And this will contribute in attracting new consumers, and thus raise the sales volume. This is because advertising has a significant impact on consumer behavior. In this regard, a study entitled. "Who controls the consumer culture advertising or need? "Where the researcher (AlNimr, 2007) Says "Economist contend that 95% of purchasing decisions made without awareness of consumers." The researcher (AlNimr, 2007) has conducted personal interviews with many individuals to test the impact of advertising on the purchasing behavior, as a woman said " I go to buy, in my mind some things that I need, but I don't resist at all advertising on the goods or attractive products, then I hasten to acquire them." Another respondent said " The absence of consuming culture, has make ad's the controlling force over our purchasing decisions, regardless the need, for example, young people to day are fond of model cares with modern, high-speed and high cost."

The results of the research showed that there is consensus with what was reported by the professor Gerald Zaltman in his book: the subconscious of the consumer that 95% of purchasing decisions made without awareness of the consumer, because of using means of deception to reach the depths of decision-making positions, or the so-called subconscious mind of the consumer.

Another means of advertising that accepted and applied in a remarkable form are ads on hold in the fields and streets, such as banners and posters, which contain many times, written words or expressions through pictures and drawings. We read a lot of adds like this bear, for example the words: "Stay tuned for the opening of Susan Beauty Center", and next to the words we see a drawing of a beautiful girl hairstyle, and then "Cut Hair \$10, \$5 Blow Dry". It could also have to find a panel illuminated by the stereoscopic image of the product, and under the picture characters illuminated sequentially, say, "Buy It Now to Become Your Friend." If we examine the formula used in the first announcement, we find that it promotes the opening of a new beauty salon, and that the announcement was designed in a way, grabbing the attention of women. The second announcement is to promote a new product for a company known to the public, and is therefore aimed at existing consumers and potential consumers.

As stated by some authors: we can out line the goals of the outstanding advertising in public squares and streets with the following:

- 1- Influence on consumers to deal with the organization producing the product or service.
- 2- To remind the consumers that the company welcomes them through providing what satisfy them.

- 3- To increase the purchasing volume from the company's products (Wood Burk, 2004, P. 233).

3 RESEARCH OBJECTIVES

This research aims at accomplishing the following objectives:

- 1- To know, who affected more by road advertisements, males or females?
- 2- To discern the impact of road advertisements on the buying decisions of both sugar-free consumers(Old & New)

4 RESEARCH ADVANTAGE

The main advantage of this research lies in the need for typical consuming culture among Arab Citizens, to change our consumption decisions based on our needs instead of advertising.

5 DEFINITION OF TERMS

Billboard Advertisements, is a large outdoor advertising structure that is being found in high traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically showing large, ostensibly witty slogans, and distinctive visuals, billboards are highly visible in the top designated market areas.

Consumer Behavior, is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Sugar- free foods refer to any food or drinks that use natural or artificial sugar substitutes for sweetness.

Abdoun Area is a residential area of Amman, Jordan. That is considered to be the most affluent and expensive district of the city.

6 RESEARCH DESIGNS

A questionnaire been designed and distributed on a sample of Abdoun area citizens, who are consumers of sugar-free foods, taking in consideration the age and gender as factors that may influence the trend to use these products.

7 RESEARCH METHODOLOGY

➤ The type of the research:

This research is a descriptive analytical in which both qualitative and quantitative data will be used in conducting the research.

➤ Methods and procedures:

Through addressing some of the previous researches in this proposal, we found that advertising has a significant role in changing or modifying the consumer behavior. And after analyzing the quantitative data under Excel & SPSS Program, the results will show if that is true or not in the Jordanian mentality.

8 THE RESEARCH POPULATION AND SAMPLE

The population of this research is citizens in Abdoun area in Amman, and the sample consists of 150 participants, who are a mix of old and new consumers of sugar-free foods (in which those who spent more than 6 months sugar-free consumers are considered to be old consumers) which randomly selected and became randomly distributed as the following:

Females		Males		Total	
Age	No.	Age	No.	Age	No.
53 and over	4	53 and over	5	53 and over	9
18 or less	9	18 or less	6	18 or less	15
41 to 52	14	41 to 52	10	41 to 52	24
30 to 40	20	30 to 40	22	30 to 40	42
19 to 29	34	19 to 29	26	19 to 29	60
Total	81	Total	69	Total	150

9 RESEARCH HYPOTHESES

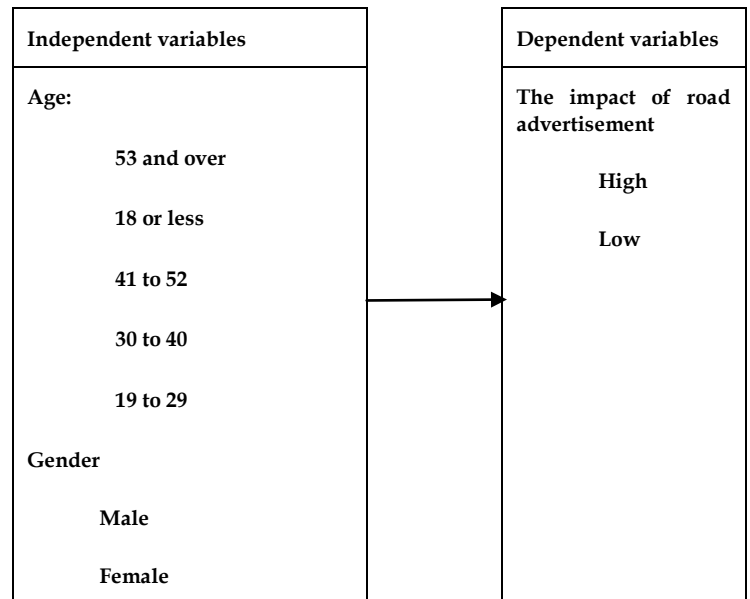
HA 1: Females do not pay attention for diet Billboard advertisements.

HA 2: Females are very interested to read any advertisement related to diet food.

HA 3: Billboards changed Sugar-free food consumers eating habits.

HA 4: Sugar -free food new consumers are mainly influenced by Billboard advertisements.

10 RESEARCH MODEL



11 THE QUESTIONNAIRE

Since the mother language of the respondents is the Arabic Language, the researcher will distribute the Arabic copy, while in the research I will include the both English and Arabic copies.

Billboard Advertisements and its Impact on Sugar-free consumers in Abdoun Area)

I'm Osama Shihabi, I'm writing a research about (Billboard Advertisements and its Impact on Sugar-free consumers in Abdoun Area), and I'm in need for your help and support in filling the following statements with your answers, adding to your consideration that this research will be used for Scientific research purposes only.

Demographic factors

Gender: Male Female
Age: 18 or less 19 to 29 30 to 40 41 to 52 53 and over
Social Status: Married Single

No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I don't pay attention to road billboards					
2	Road billboards attracts me a lot					
3	I stop to check road billboards					
4	Billboards remind me of sugar-free products that I want to buy					
5	Billboards changed my current type of foods					
6	Billboards are effective for sugar-free food advertisements					
7	I don't trust expensive billboards (i.e. Luminous Billboards)					
8	I can't change my diet product which I used to use many years ago due to new product advertisement					
9	I don't trust sugar-free products					
10	Recently, I replaced a kind of sugar-free food to another type due to an advertisement I saw					
11	It is been long time since my last use of sugar-free foods					
12	Sugar free food ads are very appealing to my eye					
13	I will talk to someone else about sugar-free foods because of its advertisements					
14	I have a positive reaction toward sugar-free advertisements					

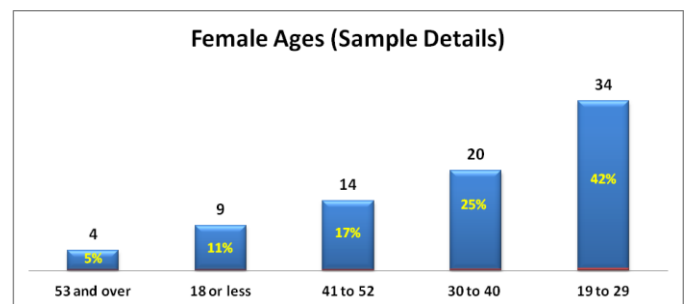
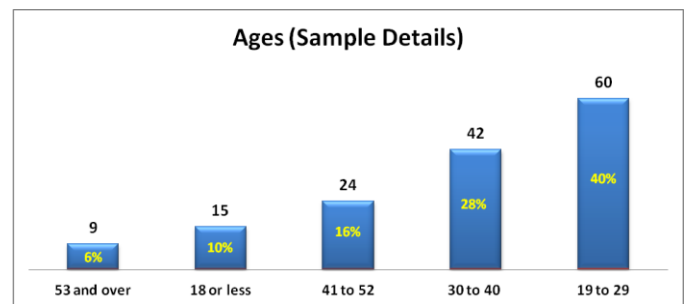
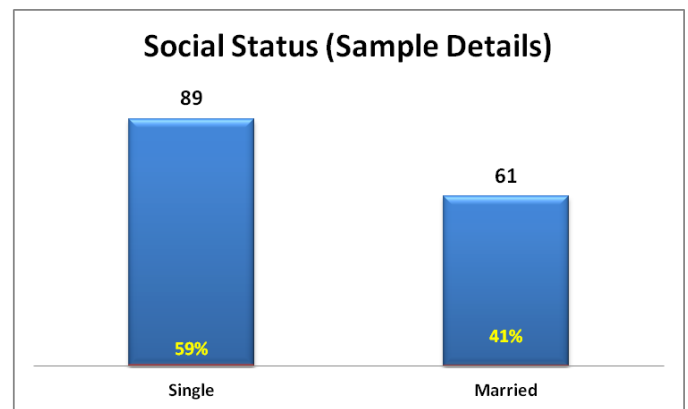
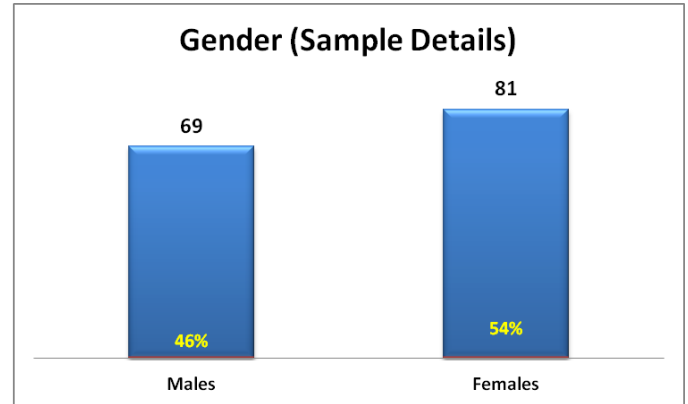
Thanks a lot for your time
Osama Shihabi



Questionnaire - ARABIC.xlsx



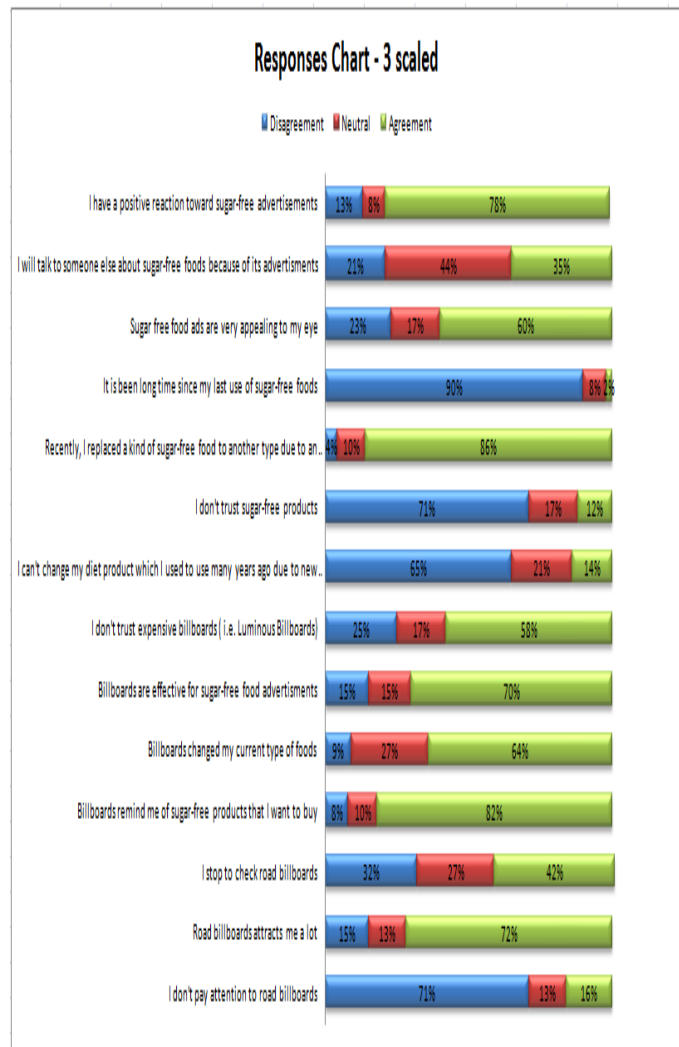
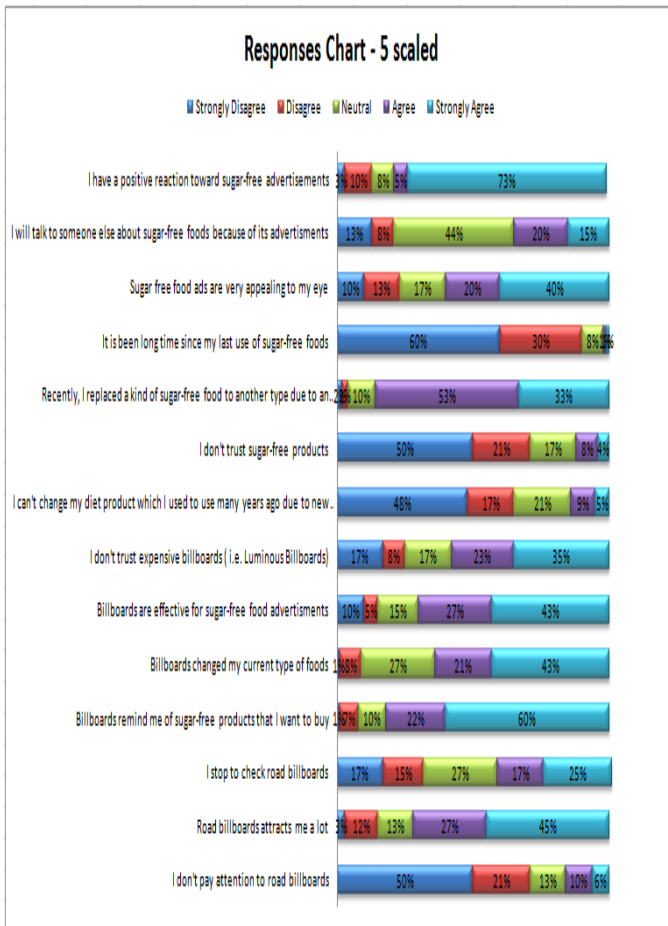
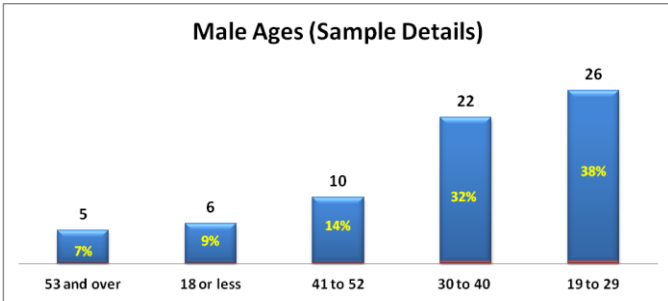
Questionnaire - ENGLISH.xlsx



12 DATA ANALYSIS

Analysis of data was done using SPSS mainly and been converted as sheets using Excel for better understanding of charts and figures.

Descriptive Statistics	
Mean	33
Median	32
Mode	27
Std. Deviation	6.98
Variance	48.78
Coefficient of variation	0.21
Min.	17
Max.	59
Range	42
Skewness	0.76
Kurtosis	-0.25



13 CONCLUSIONS

- Females are being affected more than males in sugar-free food advertisements.
- Statistical Analysis for data showed different feedback than the first proposed as Females are very interested and do pay attention for diet billboard advertisements which are very appealing to their eyes.
- Billboard Advertisements affect 64% of people eating habits.
- 82% of Sugar-free food new consumers are mainly influenced by Billboard advertisements.
- Low sugar-free brand loyalty, as 86% of sugar-free consumers do change their diet product which they use years ago because of an advertisement.

14 RECOMMENDATIONS

- Billboards should focus on males segment in their sugar-free ads. Such as producing special products for males which will motivate them to purchase.
- Sugar-free Billboard is mainly communicate individuals, as the word of mouth for sugar-free products is very low which is around 35% only, so producers should mainly focus on improving word of mouth messages between people.
- Since expensive Billboards are not highly affective or highly attractive for eyes attention, then expensive billboards are not highly recommended in the area of research.
- Billboards are affecting people eating habits, in which there is a very good opportunity for producers to deeply communicate diet food very well through billboards efficiently
- Low loyalty for brands is a bad indicator for manufacturer as they need to focus more on establishing brand loyalty rather than selling.

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