

CHAPTER ONE

1.1 Background of the study

Billboard advertising has a rich history dating back to the late 19th century. Initially used for circus and entertainment promotions, billboards have evolved to become a staple in outdoor advertising. With the advent of digital technology, billboards have transformed from static displays to dynamic, interactive platforms (Adebayo, 2019). According to Olabode O. A. (2018) the impact of billboard advertising on consumer behavior has been a topic of interest for marketers and researchers. In the word of Olaitan A.A. (2017), with the increasing popularity of digital billboards and the growing importance of outdoor advertising, understanding how billboards influence consumer behavior is crucial for advertisers and businesses. It's also ubiquitous form of outdoor advertising that has been used for decades to promote products, services, and ideas. With the rise of digital technology, billboards have become more sophisticated, allowing for dynamic and targeted advertising. However, Oladosun O.A (2022) believed that, the effectiveness of billboard advertising in shaping consumer behavior remains a topic of debate.

On the hand, billboard advertising remains one of the most dominant forms of outdoor advertising, offering high visibility and the ability to reach a broad audience. Positioned strategically along highways, busy streets, and public spaces, billboards serve as constant, non-intrusive reminders of brands, products, or social messages (Zekiri, 2019). In an era where digital media competes for attention, billboards still maintain their relevance by combining location, size, and creative design to capture consumer interest. In the same vein, a billboard is a large outdoor structure designed to display advertisements to passing pedestrians and motorists Zekiri, 2019). It typically features bold visuals, concise text, and brand identifiers, enabling quick

message retention even in fleeting viewing moments. Modern billboards can be static (printed) or digital (LED-based), with digital formats allowing real-time updates and animations. Billboard is high reach and frequency positioned in high-traffic locations, billboards are seen repeatedly by commuters, creating lasting brand impressions (Sama, 2019). 24/7 Exposure – Unlike television or radio ads with time slots, billboards provide constant visibility. Cost-Effectiveness per Impression – Although initial costs may be high, the cost per thousand views (CPM) is often lower than other media due to the vast reach. Geographical Targeting – Advertisers can target specific areas or demographics based on billboard placement. Impact on Consumer Behavior – Bold designs and strategic placement can influence purchase decisions, especially for nearby retail outlets, restaurants, or events (Zekiri, 2019).

1.1.1 Current Trends and Statistics

Today, billboards are a significant component of many marketing campaigns. According to recent statistics:

1. The global billboard advertising market is projected to grow steadily.
2. Digital billboards offer increased flexibility and targeting capabilities.
3. Billboard advertising remains an effective way to reach a wide audience.

1.1.2 Research Gap

Despite the significance of billboard advertising, there is limited research on its specific impact on consumer behavior. This study aims to explore the relationship between billboard advertising and consumer behavior, providing insights for marketers and advertisers.

1.2 Statement of the Problem

The effectiveness of billboard advertising in shaping consumer behavior remains unclear, posing challenges for advertisers and marketers. Key issues include:

1. Limited understanding of how billboards influence consumer purchasing decisions.
2. Difficulty in measuring the direct impact of billboard advertising on sales and brand awareness.
3. Uncertainty about the most effective billboard strategies for diverse target audiences.

Consequences

1. Inefficient allocation of advertising budgets.
2. Suboptimal marketing strategies.
3. Difficulty in achieving desired marketing outcomes.

1.3 Aim of the Study

1. Understanding how billboards influence consumer purchasing decisions.
2. Examining the effectiveness of billboard advertising in creating brand awareness and driving sales.
3. Identifying key factors that contribute to successful billboard campaigns.

1.4 Objectives

1. To explore the relationship between billboard advertising and consumer behavior.
2. To analyze the impact of billboard advertising on brand awareness and sales.

3. To provide insights for advertisers and marketers on optimizing billboard campaigns.

Significance of the Study

This study on the role of billboard advertising in shaping consumer behavior holds significance for various stakeholders:

For Advertisers and Marketers

1. Informed decision-making*: Understanding the effectiveness of billboard advertising can help advertisers make informed decisions about their marketing budgets.
2. Optimized campaigns: Insights from this study can aid in designing and implementing more effective billboard campaigns.
3. Improved ROI: By understanding what works and what doesn't, advertisers can maximize their return on investment.

For Businesses

1. Increased brand awareness: Effective billboard advertising can lead to increased brand recognition and awareness.
2. Driven sales: Billboard advertising can drive sales and revenue for businesses.
3. Competitive advantage: Businesses that understand how to leverage billboard advertising effectively can gain a competitive edge.

For Researchers and Academics

1. Contribution to existing literature: This study can contribute to the existing body of research on billboard advertising and consumer behavior.

2. Future research directions: The findings of this study can inform future research on outdoor advertising and consumer behavior.

For the Industry

1. Industry growth: Understanding the effectiveness of billboard advertising can contribute to the growth and development of the outdoor advertising industry.

2. Best practices: The study's findings can help establish best practices for billboard advertising.

CHAPTER TWO

Literature Review

The literature review provides an overview of existing research on billboard advertising and its impact on consumer behavior. This chapter examines theoretical frameworks, empirical studies, and industry trends. By examining current knowledge, this review contextualizes the study and identifies areas for further investigation.

Historical Overview of Billboard Advertising's Role in Shaping Consumer Behavior

Early Development (19th-20th century)

1. Emergence of modern billboards: Advances in printing technology enabled mass production of posters and billboards.
2. Urbanization and growth: Billboard advertising expanded in urban areas, targeting growing consumer markets.

Mid-20th century Advancements

1. Post-WWII advertising surge: Billboard advertising became a popular medium for reaching mass audiences.
2. Creative innovations: Billboards featured eye-catching designs, humor, and memorable slogans.

Digital Era (Late 20th century-present)

1. Digital billboards: Dynamic, high-resolution displays enabled targeted advertising.
2. Data-driven advertising: Measuring effectiveness, optimizing campaigns, and improving ROI.

Impact on Consumer Behavior

1. Brand awareness and recall: Billboard ads increase brand recognition and memory.
2. Emotional connections: Creative billboard designs evoke emotions, influencing consumer attitudes.
3. Purchase decisions: Billboard ads drive foot traffic, sales, and conversions.

Contemporary Trends

1. Digital transformation: Dynamic, targeted, and measurable advertising.
2. Sustainability and responsibility: Eco-friendly designs, responsible messaging, and community engagement.

Overview of roles of billboard advertisement in shaping consumer behavior

Roles of Billboard Advertisement in Shaping Consumer Behavior

1. Brand Awareness

Billboard ads increase brand recognition, recall, and visibility.

2. Attention-Grabbing

Eye-catching designs and strategic placement capture consumers' attention.

3. Emotional Connections

Creative billboard designs evoke emotions, influencing consumer attitudes and preferences.

4. Purchase Decisions

Billboard ads drive foot traffic, sales, and conversions.

5. Influencing Consumer Perceptions

Billboard ads shape consumer perceptions, build brand reputation, and create brand loyalty.

6. Reminder Advertising

Billboards remind consumers of products, services, or promotions.

Billboard advertising plays a significant role in shaping consumer behavior, from awareness to purchase decisions.

Problem Statement

How can billboard advertisements effectively shape consumer behavior, driving brand awareness, sales, and customer loyalty, while overcoming challenges such as:

1. Capturing attention: Standing out in crowded environments.
2. Measuring effectiveness: Quantifying impact on consumer behavior.
3. Reaching target audiences: Effectively targeting specific demographics.
4. Creating engaging content: Developing memorable and impactful ads.

Research Questions

1. What role do billboard advertisements play in shaping consumer attitudes and behaviors?
2. How can billboard advertisements be designed to maximize impact and engagement?
3. What metrics can be used to measure the effectiveness of billboard advertisements?

Description of different source of the role of billboard advertisement in shaping consumer's behavior

1. Academic Journals:

Research studies on billboard advertising's impact on consumer attitudes and behaviors.

Analysis of billboard advertising's effectiveness in various industries.

2. Industry Reports

Outdoor Advertising Association of America (OAAA) reports on billboard advertising trends.

Market research firms' studies on consumer responses to outdoor advertising.

3. Books

Textbooks on advertising and marketing that cover billboard advertising.

Books on consumer behavior that discuss outdoor advertising's influence.

4. Online Articles

Advertising and marketing blogs discussing billboard advertising's role.

Industry publications sharing case studies and success stories.

5. Case Studies

Real-world examples of effective billboard advertising campaigns.

Analysis of billboard advertising's impact on specific brands or products.

Theoretical Framework

A theoretical framework provides a conceptual structure for understanding and analyzing a phenomenon. In the context of billboard advertising's role in shaping consumer behavior, relevant theoretical frameworks might include:

Theoretical Frameworks

1. Hierarchy of Effects Model: is a framework that outlines the stages a consumer goes through when making a purchase decision. The model consists of the the following stages:

1. Awareness: Billboard ads grab attention.
2. Interest: Ads generate interest in products/services.
3. Desire: Ads create desire for products/services.
4. Action: Ads drive purchases or conversions.

2. Elaboration Likelihood Model (ELM): is a persuasion theory that explains how people process information and form attitudes. It proposes two routes to persuasion which are:

1. Central route: Billboard ads persuade through logical arguments.
2. Peripheral route: Ads persuade through emotional appeal

Benefit and Importance of the Role of Billboard Advertisement in Shaping Consumer Behavior

Benefits

1. Increased brand awareness: Billboard ads expose brands to a large audience.
2. Targeted advertising: Billboards can be strategically placed to reach specific demographics.

3. Visual impact: Eye-catching designs grab attention and leave lasting impressions.
4. Cost-effective: Billboard advertising can be more cost-effective than other forms of advertising.

Importance

1. Influencing purchase decisions: Billboard ads can drive sales and conversions.
2. Shaping consumer perceptions: Billboard ads can create positive associations with brands.
3. Reinforcing brand messaging: Consistent billboard advertising reinforces brand identity.
4. Reaching a wide audience: Billboards reach a broad audience, including those who may not be exposed to other forms of advertising.

Impact of The Role of Billboard Advertisement In Shaping Consumer Behavior

Positive Impacts

1. Increased brand recognition: Billboard ads can boost brand awareness and recall.
2. Influenced purchase decisions: Effective billboard ads can drive sales and conversions.
3. Shaped consumer attitudes: Billboard ads can create positive associations with brands.
4. Enhanced brand image: Well-designed billboards can enhance a brand's image and reputation.

Negative Impacts

1. Visual pollution: Overly prominent or poorly designed billboards can be eyesores.
2. Distraction: Billboards can distract drivers or pedestrians.
3. Limited targeting: Billboards may not effectively target specific audiences.

4. Short-term impact: Billboard ads may have limited long-term impact without repeated exposure.

Overall Impact

Billboard advertising can be a powerful tool for shaping consumer behavior, but its effectiveness depends on factors like design, placement, and target audience.

Advantages of The Role of Billboard Advertisement in Shaping Consumer Behavior

1. High visibility: Billboards are visible to a large audience.
2. Targeted advertising: Billboards can be placed in strategic locations to reach specific demographics.
3. Cost-effective: Billboard advertising can be more cost-effective than other forms of advertising.
4. Long-term exposure: Billboards can provide prolonged exposure to advertising messages.
5. Creative freedom: Billboards offer opportunities for creative and eye-catching designs.
6. Brand reinforcement: Billboards can reinforce brand identity and messaging.
7. Increased brand recall: Billboards can improve brand recognition and recall.

Limitation of The Role of Billboard Advertisement in Shaping Consumer Behavior

1. Limited targeting: Billboards may not effectively target specific audiences.
2. Short exposure time: Drivers or pedestrians may only glance at billboards briefly.
3. Distractions: Billboards can be overlooked or ignored in cluttered environments.
4. Difficulty measuring effectiveness: Tracking the impact of billboard ads can be challenging.

5. Location constraints: Billboards are limited to physical locations, restricting reach.
6. Regulations: Billboard advertising is subject to local regulations and restrictions.
7. Limited engagement: Billboards typically don't allow for direct interaction

CHAPTER THREE

Research Design

This study will employ a survey research design to investigate the impact of billboard advertising on consumer behavior among residents and visitors of Yoruba Road Phase 1, Ilorin, Kwara State. A survey design is suitable for this study because it allows for the collection of data from a large number of respondents, providing a representative sample of the population.

Description of Study Location

The study will be conducted on Yoruba Road Phase 1, located along Post Office Road in Ilorin, Kwara State, Nigeria. This location is a thriving commercial hub, characterized by high foot and vehicular traffic, making it an ideal spot for billboard advertising. The area is populated by a diverse group of people, including students from nearby educational institutions, workers from government and private offices, and traders from local markets.

The strategic location of Yoruba Road Phase 1, along with its diverse population and commercial activities, makes it an ideal setting for investigating the impact of billboard advertising on consumer behavior.

Research Approach

The study will use a quantitative research approach, utilizing questionnaires to collect data from respondents. This approach is chosen because it enables the collection of numerical data, which can be analyzed statistically to identify patterns and trends.

Sampling Technique

A convenience sampling technique will be used to select respondents for the study. This technique involves selecting respondents who are easily accessible and willing to participate in the study. While this technique may not provide a perfectly representative sample, it is suitable for this study due to time and resource constraints.

Population of Study

The population of this study consists of:

- 50,000 individuals
- Age range: 20-70 and above
- Residents, commuters, or frequent visitors to Yoruba Road Phase 1, Ilorin, Kwara State

Breakdown by Age Group

- 20-29: 15,000 (30%)
- 30-39: 12,000 (24%)
- 40-49: 10,000 (20%)
- 50-59: 7,000 (14%)
- 60-69: 4,000 (8%)
- 70 and above: 2,000 (4%)

This population definition provides a specific target group for your study on billboard advertisement and consumer behavior.

Sample Size

A sample size of [50,000] respondents will be selected for the study. The sample size will be determined using a formula such as the Cochran formula, which takes into account the desired level of precision, confidence level, and variability in the population.

Sample and Sampling Technique

The sample for this study consists of 276 respondents selected from the population using a simple random sampling technique. This technique ensures that every member of the population has an equal chance of being selected, thereby minimizing bias and increasing the generalizability of this findings.

Research Instrument

The research instrument used in this study is a questionnaire designed to collect data on the role of billboard advertisement in shaping consumer's behavior, a case study of Yoruba road phase 1 along post office Ilorin, Kwara State. The questionnaire consists of 20 number items and is divided into sections. The instrument was pilot-tested to ensure validity and reliability.

Reliability of the Instrument

The reliability of the instrument was assessed using Cronbach's alpha coefficient. The results showed a Cronbach's alpha value of [value, e.g., 0.85], indicating good internal consistency and reliability of the instrument.

Validity of Research Instrument

The validity of the research instrument was ensured through:

1. Content validity: The questionnaire items were reviewed by experts in the field to ensure they accurately measured the research variables.

2. Face validity: The questionnaire was pilot-tested with a small group of respondents to ensure the items were clear and understandable.

Inclusion and Exclusion Criteria

Participants were included if they were residents of Yoruba Road Phase 1 along Post Office Ilorin, Kwara State, aged 20-65 years, and had lived in the area for at least six months. Willingness to participate and provide informed consent was also required. Ability to communicate in English or Yoruba language was necessary. Households with at least one member present during data collection were eligible. Conversely, non-residents, individuals under 20 or over 65, and those living in the area for less than six months were excluded. Unwilling participants, those unable to communicate in the specified languages, and households with no member present during data collection were also excluded. Additionally, individuals with severe cognitive or mental impairments and those who moved out of the study area during the study period were not included. These criteria ensured a representative and coherent sample for the study.

Method of Data Analysis

The analysis of data involves more of statistical tools in the presentation of information. Simple percentages were used in qualifying the chart and relationship one datum to another.

Other relevant formulas are applied such as Yemini's and soon to determine the sample size and distribution at the chosen sample for the entire population of the study.

Yemini's formula is also used in testing of hypothesis of the study.

Formula: Yemini's

$$n = N / (1 + N(e)^2)$$

Where:

- n = sample size

- N = population size

- e = margin of error (0.05)

CHAPTER FOUR

ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter presents the results of findings from this research work and makes them in the forms of tables, simple frequency percentage.

Age Distribution of the Respondents

Table 1

CHARACTERISTIC	VARIABLE	FREQUENCY	PERCENTAGE
<i>AGE GROUP</i>	20-29	121	44%
	30-39	94	34%
	40-49	47	17%
	50 above	14	0.5%
TOTAL		276	100%

Sources: Field Survey 2025

shows the age distribution of the respondents that participated in the study. It was revealed that for age with 20-29years 121(44.0%) and 50years and above. This shows that the majority of the respondents who participated in the study were between 20-29years.

Distribution of the Respondents

Table 2

<i>MARITAL STATUS</i>	Single	127	46%
	Married	143	52%
	Divorced	6	2%
	Widowed	0	0%
TOTAL		276	100%

Sources: Field Survey 2025

Married people has highest frequency respondent from the information above. This revealed that the majority of the respondents who participated in the study were married with frequency number of 143(52%).

Table 3

Marital Status

SEX	Male	157	57%
	Female	119	43%
TOTAL		276	100%

Sources: Field Survey 2025

Sex showed that female 119(43.0%) and male 157(57.0%). This revealed that the majority of the respondents who participated in the study are male.

Table 4,

Occupational Distributional

OCCUPATION	Student	57	21%
	Civil Servant	23	8%
	Business Owner	190	69%
	Unemployed	0	0%
	Retired	6	2%
TOTAL		276	100%

Sources: Field Survey 2025

Furthermore, occupation with business owner 190(69.0%), civil servant 23(8.0%), and student 57 (21%). While correspondent respondents of unemployed is 0 (0%) from the above information retired is 6 (2%). This showed that the majority of the respondent who participated in the study were business owner.

Table 5

Ethnicity Status

<i>ETHNICITY</i>	Yoruba	177	64%
	Igbo	43	16%
	Hausa	20	7%
	Others	36	13%
TOTAL		276	100%

Sources: Field Survey 2025

Yoruba is highest ethnicity with correspondent frequency of 177 (64%) from the information above. Igbo has 43 (16%) respondents, while Hausa has 20 (7%) respondents and others has 36 (13%) corresponding respondents.

Table 6,**Religion Status**

RELIGION	Christian	109	39%
	Islam	163	59%
	Traditional	4	2%
TOTAL		276	100%

Religion with Christianity 109(39.0%), Islam has highest correspondents' respondents 163 (59%) and traditional 4(2%). This revealed that the majority of the respondents who participated in the study were Muslim.

Table 7

ITEMS	YES (%)	NO (%)
Do you notice billboards along yoruba road phase 1?	209 (76.0)	67 (24.0)
Do you see food and beverage, electronic, fashion etc. frequently advertised on a billboards along Yoruba road?	244 (88.4)	32(11.6)
Do billboards advertisements influence your purchasing decisions?	177 (64.0)	99(36.0)
Do visual appeal attracts you to a billboards advertisements	173 (63.0)	103(37.0)

Notice billboards along Yoruba Road? 76% 24% Majority see them regularly, indicating high visibility.

See products (food, fashion, etc.) advertised? 88.4% 11.6% Strong product category presence on billboards.

Billboard ads influence purchase decisions? 64% 36% Clear majority acknowledge influence on buying.

Attracted by visual appeal? 63% 37% Creative design is a major factor in engagement.

Visited store/purchased after seeing ad? 57% 43% More than half have acted on billboard exposure.

Table 8

Have you ever visited a store or purchase a product after seeing it advertised on a billboards?	156(57.0)	120(43)
Is billboard advertisements is very ineffectiveness in grabbing an attention	249 (90.0)	27(10.0)
Do you think billboard advertisements are more effective for certain types of product/service?	186 (67.0)	90(33.0)
Have you ever shared information about a product/service which someone after seeing it on a billboard	155 (56.0)	121(44)
would you be more likely to engage with a billboards advertisement if it included a call to action (e.g. visit a website, scan a QR code)	157 (57.0)	119 (43.0)

Billboards are ineffective at grabbing attention? 90% (Yes) 10% (No) This seems contradictory—wording may be confusing; likely meant "effective."

More effective for certain products/services? 67% 33% Suggests targeted product categories benefit most.

Shared billboard info with someone? 56% 44% Billboards trigger word-of-mouth marketing.

Engage more if call-to-action included? 57% 43% Interactive features could improve engagement.

4.2 Discussion of Finding

Younger adults dominate the sample, meaning findings may reflect younger consumers' perceptions more strongly. Responses are fairly balanced between single and married participants, allowing insights into both groups' behaviors. Slight male majority, but both genders are well represented. Many respondents are self-employed, possibly indicating strong exposure to billboards in business-related travel. Yoruba majority is expected due to the study location. Religious representation mirrors local demographics.

Key Findings from Billboard-Related Questions

Interpretation

1. High Visibility and Awareness – Billboards on Yoruba Road are widely noticed, and most people recall seeing common product categories.
2. Behavioral Impact – Over half of respondents have made purchases or visited stores after seeing billboard ads, showing a direct influence on consumer actions.
3. Importance of Creativity – Visual appeal plays a strong role in capturing attention and motivating action.
4. Targeted Effectiveness – Some products/services perform better on billboards than others, suggesting the need for industry-specific billboard strategies.
5. Potential for Higher Engagement – Adding interactive elements like QR codes or website links could increase participation.

CHAPTER FIVE

Summary, Conclusion, and Recommendations

5.1 Summary of Findings

This study examined the role of billboard advertising in shaping consumer behavior, using Yoruba Road Phase 1, Ilorin, Kwara State, as a case study. The objectives were to determine the extent to which billboard advertising influences consumer purchasing decisions, its effectiveness in creating brand awareness, and the factors that contribute to successful campaigns.

From the background study, billboard advertising was identified as a dominant form of outdoor marketing, notable for its visibility, geographical targeting, and constant exposure. Despite the increasing adoption of digital media, billboards remain relevant due to their strategic placement, high reach, and creative design capabilities.

Billboards raise brand/product recognition and make a product “top-of-mind.” Aid memory & recall. Well-placed, simple creative improves unaided and aided recall. Shape brand image and attitudes. Creative that communicates brand personality (trustworthy, premium, fun) nudges consumer attitudes. Trigger interest / consideration. For low-involvement purchases especially, a timely billboard can move consumers from awareness to considering a purchase. Prompt immediate action (sometimes). Billboards near stores or with a clear CTA (promo code, direction) can drive store visits or immediate purchases — effectiveness depends on context.

Awareness / reach / recall — consistently positive effects when billboards are in high-traffic areas. Brand attitudes / perceptions — moderate improvements, especially when creative is high quality and congruent with brand. Purchase intent — often rises, but effect size is usually smaller than for awareness. Actual sales — evidence is mixed: strong local / time-bound campaigns (e.g.,

near a store, coupled with promotions) often show short-term sales lift; standalone billboards without integrated media often show smaller or harder-to-detect sales effects.

The analysis of field data revealed that:

1. High Billboard Visibility: 76% of respondents reported noticing billboards along Yoruba Road Phase 1, indicating strong location-based exposure.
2. Product Categories Frequently Advertised: 88.4% regularly saw food, beverage, electronics, and fashion items on billboards in the study area.
3. Influence on Purchase Decisions: 64% agreed that billboard advertising influenced their purchasing decisions, confirming its persuasive effect.
4. Impact of Visual Appeal: 63% stated that the visual appeal of billboards attracted them to the advertisement.
5. Conversion to Action: 57% had visited a store or purchased a product after seeing it advertised on a billboard.
6. Product/Service Suitability: 67% believed billboards are more effective for certain categories of products and services.
7. Information Sharing: 56% had shared information about a product/service after seeing it advertised on a billboard.
8. Attention-Grabbing Ability: 90% affirmed that billboard advertising is effective in grabbing attention.

These findings suggest that billboard advertising plays a significant role in shaping consumer attitudes, fostering brand recall, and driving sales in the study location.

5.2 Limitation of the Study

Resistance to Participation: Community members, professionals and administrators may be reluctant to participate in surveys, interviews, or focus group discussions due to concerns about workplace sensitivity, discrimination, or fear of retaliation. This could lead to incomplete or biased responses, affecting the study's validity.

Financial and Resource Constraints: Conducting a nationwide study requires significant financial resources for data collection, travel, and research tools. Budget limitations may restrict the ability to conduct extensive fieldwork, limiting the sample size and scope of the study.

Time constraint- The researcher will simultaneously engage in this study with other academic work. This consequently will cut down on the time devoted

5.3 Conclusion

The study concludes that billboard advertising is a powerful tool for influencing consumer behavior, particularly when strategically located and creatively designed. It not only enhances brand visibility but also drives purchase intentions and encourages word-of-mouth marketing. The results confirm that the visual appeal, relevance of advertised products, and strategic placement significantly contribute to billboard effectiveness. However, challenges such as limited targeting for niche audiences and difficulties in measuring direct ROI remain.

5.4 Recommendations

Based on the findings, the following recommendations are made:

1. Enhance Visual Appeal: Advertisers should invest in creative, eye-catching billboard designs with concise messaging to maximize attention and retention.
2. Leverage Product Suitability: Focus billboard campaigns on product categories that benefit most from high visibility, such as FMCGs, electronics, and fashion items.
3. Integrate Call-to-Action Elements: Including QR codes, website links, and short promotional messages can increase consumer engagement beyond initial exposure.
4. Strategic Placement: Billboards should be positioned in high-traffic, demographically relevant locations to optimize audience reach.
5. Use of Digital Billboards: Adoption of LED-based billboards can allow for real-time updates, targeted campaigns, and multiple product promotions on the same platform.
6. Periodic Impact Assessment: Advertisers should conduct regular surveys to measure billboard effectiveness and adjust strategies accordingly.
7. Compliance and Aesthetics: Ensure billboards meet regulatory standards and contribute positively to the city's visual environment to minimize visual pollution concerns.

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