

**INVESTIGATE THE CUSTOMER'S UNDERSTANDING OF
THE BILLBOARD ADVERTISEMENTS**

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ABSTRACT

The topic of this project is INVESTIGATE THE CUSTOMER'S UNDERSTANDING OF THE BILLBOARD ADVERTISEMENTS. The main purpose of this study focuses on the issue of investigating whether understanding of pictorial, text, and overall message and Keller model for Attention, Relevance, Confidence, and Satisfaction (A.R.C.S) differ by gender, race, and age. This study was conducted on a different billboards located in Kedah State, Malaysia. The study also emphasises that both Gestalt theory and visuals on billboard have a dimensional effects in terms of the image, text, and overall messages of the billboards. The findings reported that there were significant differences in understanding of pictorial elements and overall messages by gender with females reporting significantly higher means than males, but there was no significant difference in understanding of textual elements by gender, race, and age. Meanwhile, the result indicated that the mean scores of females towards understanding billboards were significantly higher.

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TABLE OF CONTENTS

	PAGE
PERMISSION TO USE	iii
DISCLAIMER	iv
ABSTRACT	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS	vii
LIST OF FIGURE	x
LIST OF TABLE	xi
 CHAPTER ONE: INTRODUCTION	 1
1.0 Introduction	1
1.1 Background	2
1.2 Problem Statement	3
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Scope of the study	6
1.6 Significance of the study	6
1.7 Research Limitation	6
1.8 Difinition of Terms	7
1.9 Organization of the Thesis	8
1.10 Summary	8
 CHAPTER TWO: REVIEW OF THE LITERATURE	 10
2.1 Introduction	10
2.2 Motivational Billboards	12
2.2.1 <i>Enthusiasm</i>	12

2.2.2 <i>Understanding</i>	13
2.2.3 <i>Interest</i>	13
2.2.4 <i>Asynchronous interactive</i>	14
2.3 Types of Billboard	14
2.3.1 <i>Traditional Billboards</i>	14
2.3.2 <i>Mechanical Billboards</i>	14
2.3.3 <i>Digital Billboards</i>	15
2.3.4 <i>Mobil Billboards</i>	15
2.4 Marketing advertisements'(ads) based Gestalt Theory	15
2.4.1 Overview	15
2.4.2 Roles of Gestalt Theory	17
2.5 ARCS Theory	21
2.6 Related Works	21
2.7 Summary	25
 CHAPTER THREE: RESEARCH METHODOLOGY	 26
3.1 Introduction	26
3.2 Theoretical Framework	27
3.3 Research Hypothesis	30
3.4 Research Method and Design	31
3.5 Population and samples	32
3.6 Variables	33
3.6.1 Independent and Dependent Variables	33
3.7 Instruments	34
3.8 Pilot Tests	34
3.9 Validity and Reliability	35
3.10 Procedures of Study	35
3.11 Data Collection	36
3.12 Data Analysis	36
3.13 Billboard Samples	37
3.14 Summary	37

CHAPTER FOUR: FINDINGS AND RESULTS	38
4.1 Introduction	38
4.2 Testing of the Hypotheses	38
4.3 Summary of Results	49
4.4 Summary of Findings	51
 CHAPTER FIVE: DISCUSSION AND FUTURE RESEARCH	 52
5.1 Introduction	52
5.2 Discussion	52
5.3 Suggestions for Future Research	56
5.4 Conclusion	57
 REFERENCES	 58
 APPENDICES	 62

LIST OF FIGURE

PAGES

Figure 2.1: Gestalt theory based objects	16
Figure 2.2: Example of the rule of proximity	17
Figure 2.3: A real-world example of the law of proximity	18
Figure 2.4: Example of rule of similarity	18
Figure 2.5: Example of rule of closure	19
Figure 2.6: Example of rule of simplicity	19
Figure 2.7: Example of rule of repetition	20
Figure 2.8: Example of rule of figure/ground	20
Figure 2.9: User interaction	21
Figure 2.10: Ad Intrusiveness model A	22
Figure 2.11: Ad Intrusiveness model B	23
Figure 3.1: Theoretical Framework	29
Figure 3.2: Adapted Model	30
Figure 3.3: Dependent and Independent Variable	33

LIST OF TABLES

PAGES

Table 3.1: Independent and Dependent Variables	33
Table 3.2 Measurement of Variables.	34
Table 4.1: Means, standard deviation and results of ANOVA for understanding of pictorial elements, text elements, and overall messages by gender	39
Table 4.2: Means, standard deviation and results of ANOVA for understanding of pictorial elements, text elements, and overall messages by race	40
Table 4.3: Means, standard deviation and results of ANOVA for understanding of pictorial elements, text elements, and overall messages by age	43
Table 4.4: Means, standard deviation and results of ANOVA for understanding of pictorial elements, text elements, and overall messages by gender	44
Table 4.5: Means, standard deviation and results of ANOVA for motivating Attention, Relevance, Confidence, Satisfaction by race	46
Table 4.6: Means, standard deviation and results of ANOVA for motivating Attention, Relevance, Confidence, Satisfaction by age	48

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter explained the background of this work and the research problems that need to be solved in terms of the research questions. The chapter also described in details the definition of terms, Limitation, scope and its significance in order.

Billboards are considered to be one of the most powerful form of advertising that widely used all over the world to deliver fast and quick concept to the audience (Taylor, Franke, & Bang, 2006). The reason why billboards are more essential these days is because they target a certain group that no other advertising form can target. Billboards are usually placed in highways and main stream streets and serve a certain purpose and that is to capture the audience's attention quickly because the target intended is a movable one and can't stop and view the visual design and admire it's details, and that's why billboards come in handy because they serve that purpose by delivering a quick message to the moving target such as vehicles and pedestrian (Barrios, 2003; Clifford, 2008).

This first appearance and use for the billboards were in the 1980's and grew popular ever since because of their intriguing different colors, designs, and messages. Billboards are efficient and interesting advertising tool and they are easily noticed because of the visual elements and the way they are used in the billboards, billboards are also quickly changed and have a short life limit yet make a quick impact and should be simple yet

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