

# **Understanding the Role of Outdoor Media Advertising in Brand Selection**



**BY:**

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## **Abstract**

Outdoor Media advertisement has been in the industry for decades. The industry always define a specific spending with in their overall marketing mix budget. Considering the level of investment involved in Outdoor media as a medium it calls for value it is generating for the clients in return. ROI is always been a centric objective for each penny client spends on advertisement. The research discusses the outdoor media and its effectiveness in terms of objective and output it translate into. Moreover, consumer behaviour is as important to factor in to understand the objectives client set from outdoor media advertisement versus the output realized. Consumer purchase decision of a particular product or brand has different aspects with derives him/her to finalize the decision.

Qualitative research was conducted to understand the research topic in detail and to further explore avenues that can be helpful additions to the research. Interesting results were churn out from the interviews, as participants from diverse portfolio with years of experience in the industry were selected and their views were so on point as they make strategies for their companies. There are some strong views and some mutual agreements on the topic and variables we utilized in the research.

Keywords: Outdoor Media Advertisement, Consumer Behaviour, Marketing Mix, Purchase Decision, Purchase Intentions, Outdoor Media Agency.

## **Table of Content**

### **Chapter 1**

|  |           |
|--|-----------|
| <b>1.1 Introduction.....</b>               | <b>8</b>  |
| <b>1.2 Background – Outdoor Media.....</b> | <b>10</b> |
| <b>1.2.1 Types of OOH Media.....</b>       | <b>11</b> |
| <b>1.2.2 Outdoor Media Landscape.....</b>  | <b>13</b> |
| <b>1.3 Problem Statement.....</b>          | <b>16</b> |
| <b>1.4 Objectives of the Study.....</b>    | <b>16</b> |
| <b>1.5 Research Questions.....</b>         | <b>17</b> |

### **Chapter 2**

|  |           |
|--|-----------|
| <b>2.1 Literature Review.....</b>                                      | <b>18</b> |
| <b>2.2 Outdoor Media Advertising.....</b>                              | <b>18</b> |
| <b>2.3 Marketing Mix &amp; Promotional Strategies.....</b>             | <b>19</b> |
| <b>2.4 Factors influencing Consumer Purchase Intent.....</b>           | <b>20</b> |
| <b>2.5 Outdoor Advertisement Synergy with Brand Communication.....</b> | <b>22</b> |

### **Chapter 3**

|   |           |
|---|-----------|
| <b>3. Methodology.....</b>                | <b>24</b> |
| <b>3.1 Introduction.....</b>              | <b>24</b> |
| <b>3.2 Research Methodology.....</b>      | <b>24</b> |
| <b>3.3 Methodological Approach.....</b>   | <b>25</b> |
| <b>3.4 Grounded Theory.....</b>           | <b>26</b> |
| <b>3.5 Research Design.....</b>           | <b>27</b> |
| <b>3.6 Partial Thematic Analysis.....</b> | <b>28</b> |
| <b>3.7 Sampling and Respondents.....</b>  | <b>28</b> |
| <b>3.8 Data Collection Technique.....</b> | <b>29</b> |
| <b>3.9 Ethical Concerns.....</b>          | <b>30</b> |
| <b>3.10 Interview Guide line.....</b>     | <b>30</b> |
| <b>3.11 Interview procedure.....</b>      | <b>31</b> |

|  |           |
|--|-----------|
| <b>3.12 Data Analysis Technique.....</b>   | <b>32</b> |
| <b>3.13 Limitations.....</b>   | <b>32</b> |
| <b>3.14 Data Sources.....</b>  | <b>33</b> |
| <b>3.15 Protection of Privacy.....</b>   | <b>33</b> |
| <br>   |           |
| <b>Chapter 4</b>   |           |
| <b>4.1 Results.....</b>  | <b>34</b> |
| <b>4.2 Interviews.....</b>   | <b>35</b> |
| <b>4.2.1 Outdoor Media significance as a Medium in Marketing Mix and its exposure ....</b> | <b>35</b> |
| <b>4.2.2 Consumer Insights and purchase intent.....</b>                                    | <b>38</b> |
| <b>4.2.3 Role of Outdoor Media advertising in Brand Selection.....</b>                     | <b>40</b> |
| <br>   |           |
| <b>Chapter 5</b>   |           |
| <b>5.1 Discussion of Findings.....</b>   | <b>44</b> |
| <br>   |           |
| <b>Chapter 6</b>   |           |
| <b>6.1 Conclusion.....</b>   | <b>51</b> |
| <b>6.2 Future Research.....</b>  | <b>52</b> |
| <br>   |           |
| <b>References.....</b>   | <b>53</b> |
| <b>Appendices.....</b>   | <b>53</b> |
| <b>Interviews Narrations.....</b>  | <b>60</b> |