

## Billboard Location and Product Purchase Intention of Selected Fast Moving Consumer Goods Companies in Lagos State, Nigeria

<sup>1</sup>Ulaikere Samuel  
Aihumenki - Okhai,  
<sup>2</sup>Egwuonwu, Thomas K.  
& <sup>3</sup>Kabuoh, Margret, Nma  
<sup>1,2&3</sup>Department of Business  
Administration and Marketing  
Babcock University  
Ilisan-Remo, Ogun State, Nigeria

### Abstract

Today's consumers demand different commodities based on their taste, and preference for them, however, personalised and interactive messages presented through various medium in seeking consumers attention depends on how these products are presented to the understanding of the consumer. Fast moving consumer goods manufacturing companies are reporting financial losses year in year out due to their product not being advertised. Some fast moving consumer goods manufacturing companies have experienced low patronage of their products for not advertising. This study evaluated the effect of billboard location on product purchase intention in selected fast moving consumer goods manufacturing companies in Lagos state, Nigeria. Survey research design was adopted for the study. The population of the study consists of individuals living in Lagos State with total number of 2,556,300 and with the sample size of 520 derived from Taro Yamane method. Data was collected using self - administered structured questionnaire and validated for a response rate of 93.4%. Cronbach Alpha reliability for major constructs had an average of 0.80. Random sampling technique was used. The data collected was analysed using liner and multiple regression. Findings revealed that there is a strong positive and significant relationship between point of sale display and product purchase intention ( $R^2 = 0.617$ ,  $p < 0.05$ ). The study recommends that consumers are the key drivers of any FMCGs manufacturing company as such they need to be an increased awareness of their products' value through out - of- home advertisement for repeated purchases of their goods.

### Keywords:

Billboard location,  
Product purchase  
intention,  
Advertising,  
FMCGs,  
Manufacturing  
companies.

Corresponding Author:  
Ulaikere Samuel Aihumenki - Okhai

### **Background to the Study**

There are many unsightly billboard structures which need reactivation or complete removal, and which are still in place at public locations. Every billboard structure mounted has its own potential consequence to impact either positive or negative attitude on the viewing audience. For one reason, messages passed across to the brain through the sensory organs at repeated times or places have high absorption tendency. Messages are there on the same spot not switched off like other forms of electronic advertising and repeated contacts cannot be avoided. Information communicated in this type of circumstance brings about a lasting impression in human memory. The position corroborates Christine (2016) and Kobliski (2006) which remark that location where a product is advertised yields a lot of marketing returns, no matter the amount spent on acquiring the location or the initial permitting obstacles encountered.

Past research like Connell, Brucks, and Nielsen (2014) on consumer buying behavior on fast moving consumer goods has been focused on developed countries where the markets are different. While in African countries, much of the purchases happen in open markets. (Spivey, Dupoux, Niavas & Ermias, 2013). The products they choose to purchase and resonate with are brands that they are familiar with and not always the cheapest products on the shelves (Naivia, Spivey, Von Koschitzky, Kimani & Chan, 2014). Therefore it is essential that similar research is carried out in a developing economy like Nigeria. Manufacturers are faced with the problem of products substance and competition and so for that reason they attempt to stimulate and get consumers attention, customer loyalty, and increased market share by using outdoor promotion tools such as point of sale display advertising on goods and service. The most important role of advertising is to sell product, service, idea, etc.

### **Literature Review**

#### **Billboard Location**

Billboard location is very important in Out of Home Advertising. Billboard location as a form of advertising requires various measures to communicate and reach to its target audience. The Billboard Location determines if the advertisements are seen by the consumers and target markets from time to time and this is vital because there have been a lot of changes as the environment is changing and the people are changing their interests and preferences. Billboard Location helps in fulfilling the purpose of advertisement which is attracting customers/consumers to purchase an organization's product/brand and generate revenues. Strategically placed within high-trafficked locations, billboards serve many purposes, namely to: Communicate and disseminate information, provoke thoughts and ideas, raise awareness and provide a platform for visual expression (Mbadi, 2005). Since humans have limited information-processing capacity, part of the attraction of billboards involves their ability to cut through clutter. To deal with the large volume of advertisements shown, people engage in selective perception, which involves screening out advertisements that are less relevant to them (Celsi & Olson 1988; Mowen & Minor 1998). Second, because a billboard appears at a specific location, many of its advantages are linked to geographic factors. Azeema, (2013)

opined that location of billboard is also important to cover the number of population who see the billboard. Big enterprises always try to get the best place from agencies where they can reach maximum eyeballs from their investment you can say best return on investment (Anderson, 2009). Because through location, agencies can play on price, the areas where billboard placement will create most brand recognition and recall, and people of that particular region market have share of their wallet to purchase that product will make a difference in generating revenues for billboards as compared to other locations where these chances are relatively low. Location is a significant feature of billboards because it really matters. Brands keep this point in mind before advertising them because it's a huge monetary investment to generate instant sales.

Hutt and Speh, (2001) argued that despite the infrequent mention of outdoors as a medium for industrial advertising, the use of such medium can be very effective. The key characteristic of outdoor ads that give this medium the flexibility for use in business-to-business (B2B) advertising is the ability to deliver the message constantly and consistently to a select (and often very small) target market. Such a constant reminder could be the differentiating factor that enables a brand to surpass the threshold level of awareness thus achieving meaningful additions in the brand preference share of the market. Furthermore, just as billboards could be an effective means of building the brand, outdoor media is also the most localized of all mass media, thus giving the advertisers the freedom to place it appropriately within the vicinity of the target market.

According to Taylor, Franke, and Bang (2006), visibility, media efficiency, local presence, and tangible response are the underlying reasons why advertisers use billboards, as it can be seen easily, having the ability to make a strong impression, and being visible 24 hours per day. Also, because billboards typically offer very high reach and frequency within a targeted local area relative to other media while doing so at a relatively low cost per thousand exposures. Besides, billboards are often located in high-traffic areas where they will be seen repeatedly by many viewers, a feature that may be annoying to some consumers who see some placements as being in scenic areas. Billboards are a vital means of communication especially in business. They therefore follow communication principles to ensure effectiveness. Effective billboards must have a clear, concise message and attractive illustrations and visual appearance. They need to be as clutter-free as possible and easy to read. They only receive about 2-4 seconds of a customer's attention so the message needs to be easily digested. Assessing the value and effectiveness of Billboard Advertising is challenging. There are many methods of advertising which produce results that are easier to evaluate such as newspaper ads and direct mail campaigns. The difference with Billboard Advertising is that it is exposed to the masses but there is no real way to evaluate who really absorbs the message.

Nyarko (2015) argued that the location of billboards is also important to cover the number of population who see the billboard, as to having a relationship with the brand in the sense that is for which particular geographical area the brand is targeted for maximum coverage. Big enterprises always try to get the best place from agencies where they can

reach maximum eyeballs from their investment. Because through location agencies can play on price, the areas where billboard placement will create most brand recognition and recall and people of that particular region market have share of their wallet to purchase that product will make a difference in generating revenues for billboards as compare to other locations where these chances are relatively low. Location is a significant feature of billboards because it really matters. Brands keep this point in mind before advertising them because it's a huge monetary investment to generate instant sales. Strategic location plays an important part as the more reach a billboard has more brand awareness can be created and as such more patronage. Also, Thomas (2015) affirmed that the billboard which has more reach will be costly than the one which have comparatively low reach. Visibility is also an important factor when price is kept in consideration because agencies do costing on keeping this point of view in mind too. Thus, costing of a billboard will be different if it is located at a place that has more visibility.

The advantages of using billboards are many and among them is potential placement of the advertisement close to the point of sale. This ensures high frequency of exposure to regular commuters. The aspect of 24-hour presence for billboards underpins their utility as a high reach tool of advertising. Geographic flexibility for local advertisers ensures economic efficiency in terms of low production costs and low cost per thousand exposures. Visual impacts from advertisement size and message creativity are very important in advertising and create high brand awareness. Billboards however have their disadvantages that range from the need to limit the number of words in the message to short exposure to the advertisement. Low demographic selectivity and measurement problems are also critical. Specific combination of promotional methods such as print or broadcast advertising, direct marketing, personal selling, point of sale display, merchandising, etc., used for one product or a family of products. It is mainly comprised of four elements; advertising, sales promotions, personal selling and public relations.

Thomas (2015) argued that ever since Jared Bell presented and explained a huge poster in the public in the mid-1800, the advertising of billboards remains as one of the top media for promoting a brand. Also, the Billboard Advertising Association of America, Inc in (Bulletins, 2015) argue that billboards are the largest with strong and impactful form of advertisement. If looking at the progress of advertising, roadside advertising has remained very relevant till the existence of land transportation. Shimp (2000) opined that billboards placed on highways are more appreciated in cultural environment because it's safer then located in city areas, it's more convenient because drivers may have more concentration to billboards on highway because of visibility from far distance which will definitely help in brand awareness.

### **Billboard**

Billboard is a branch of outdoor media, but in most cases, some scholars who distinguish it from outdoor media see it as a form of advertising (Anna, 2006). Billboard is usually targeted at passers-by, drivers, those in moving vehicle and pedestrian traffic. They are characterized by attractive models images and catchy slogans that attract attention.

Duncan (2013) writes: Billboards take two forms. The most common definition of a billboard is an outdoor sign or poster you usually see on freeways, highways and streets. A billboard is also an announcement of a sponsor or sponsors at the beginning, middle or end of a radio or television broadcast. A billboard that is an outdoor sign or poster is also known as outdoor advertising. Billboard advertising is the use of large signs along roadways to advertise a wide range of products, services and causes (Wise GEEK, 2013). The source further asserts: In general, the signs used in the roadside advertising campaigns must be over a certain size in order to be truly referred to as a billboard. In general, the sign must be large enough for a driver or passenger in a vehicle to be able to clearly read the lettering while navigating the vehicle along a road.

Billboards are large format advertising displays intended for viewing from extended distance generally more than 50 feet. Billboard displays include but are not limited to: bulletins, junior posters, posters and spectaculars. The major types of billboard include: digital billboards, mobile billboards, inflatable billboards, multipurpose billboards, billboard bicycle, mechanical billboards and dimensional billboards. Ariyibi –Oke (2007) aptly captures the importance of billboard advertising when he asserts another great benefit of outdoor advertising is that it does not interrupt consumers in any way. There is no obnoxious sound, smell or any type of negative attention grabber. Billboard got noticed because of their messages, bright bold colour and creative graphics". In his own contribution, Okoro (1998) states that the importance of billboard includes: high visual impact, low cost, high product visibility, high frequency, and immediate message delivery. Another important contribution which is hard to ignore is that of Simcoe (2008).

According to Simcoe (2008) one of the most effective ways to strengthen your company's brand recognition is billboard advertising. If placed in the right location, billboard advertising can increase traffic to your business, familiarize customers with your brand/product/service, and attract new customers who make impulse buying. Anna (2006) affirms that "billboards are here to help us and be tangible reminder of what we have become and what we have achieved. Not only do they improve the visual quality of the area where they are placed, they also serve as beautiful reminders of our past and the future". Still on the importance of billboard advertising, Plumely (2000) states that "one most important advantages of billboard over other advertising media is that it has the potential to capture the attention of the audience on the go". Unlike the media offerings of the electronic media which are transient, billboard message are permanent. One can expose himself to them over and over again and this makes their message(s) indelible and easily recalled by the audience (Okoro, 1998).

### **Product Purchase Intention**

Consumer intention is defined as the behaviour that consumers project in searching for, using, purchasing, evaluating, and disposing of products and services that they assume will satisfy their needs (Pelau, 2011). Purchase intention is viewed as the motivation of each person to make an attempt to buy a product of the particular brand. In other words, it also means that consumers will purchase a product again after they review a product and realize that the product is worth to purchasing (Hoang, Phuong, Ho & Chi, 2017).

Shafiq, Raza & Zia (2011) defines product purchase intention as a consumer purchase of a product after evaluation. Consumers' purchase decision is very complex as purchasing intention is related with consumers' behaviour, perception and their attitude (Peter & Olson, 2008). Purchase intention is an important key point for consumers during considering and evaluating of certain product (Keller, 2001). Ghosh (1990) stated that product purchase intention is an effective tool used in predicting purchasing process. Once the consumers decide to purchase the product in certain store, they will be driven by their intention. However, purchase intention might be altered by the influence of price, quality perception and value perception (Grewal, Krishnan, Baker & Borin, 1998). In addition, consumers will be influenced by internal impulse and external environment during purchasing process. Their behaviour will be driven by the physiological motivation that stimulates their response which bring them to the retail store to fulfill their need (Kim & Jin, 2001).

Many factors affect a consumer's product purchase intention while selecting the product and the ultimate decision depends on consumers' intention with large external factors (Keller, 2001). Decision making about a product purchase intention is affected the information about the brand which has been used by the other group members, also affected by the decision to skip the existing brand and to move on to the purchase those brands that are being used by other group members. Also, the orientation of consumer members impact on other members to buy particular brand used by the other group members (Abdul Razak & Kamarulzaman, 2009). Many factors affect a product purchase intention among which are customer knowledge, perception of consumers, product packaging or design and celebrity endorsement etc. Product packaging in which one thought is simple outlook and second thought is to prepare attractive packaging. These factors are also very important and have influenced on consumer purchase intention (Ann, 2008). Another research of Fung, Chung and Wang (2004) revealed that consumer's feelings attached with design and packaging impact on the customers product purchase intentions.

Parkvithee & Miranda (2012) stated that there is a relationship between brand image and purchase intention and advertisement is a major factor to increase brand image on consumer, for that reason some companies use different kinds of advertisement stimuli to capture purchase intention. Consumers who are influenced by advertisement shift their interests to the other brand which advertises the products (Hashim & Muhammad, 2013). Moreover, consumers who purchase the brand frequently resist switching to another brand. Jean-Louse (2011) mentioned that consumers intend to purchase the PLB because they think they have the right price-quality relation. Consumers who are satisfied with the product will have a positive attitude towards the brand and later have impact on purchase intention. Because there is a relation between attitude and purchase intention if the consumers have a positive attitude towards the brand it will increase purchase intention and actual purchase (ByoungHo & Yong, 2005).

## **Underpinning Theory**

### **The Hierarchy of Effects Theory**

The Hierarchy of Effects theory was postulated in 1961 by Robert J Lavidge and Gary A Steiner. The theory was created to show the process, or steps, that an advertiser assumes that customers pass through in the actual purchase process. This is based on the notion that ad audiences respond to the ad through sequential stages, and the three components (affect, cognition, and conation) posit that consumer responses to advertising are evoked by the three sequential feelings (Arora & Brown 2012).

According to Barry and Howard (2009), the model is based on seven steps, which as with the other models must be completed in a linear way. The big difference between this model and the others is not only the steps, but also the view on how to pass them. The steps have to be completed in a linear way, but a potential purchaser sometimes may move up several steps simultaneously (Barry & Howard 2010), which is supported by Munoz (2012) who writes that normally ultimate customers do not switch directly from being interested to become convinced buyers. The Hierarchy of effects theory suggests that there are six steps from viewing a product advertisement (advert) to product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product which include; awareness, knowledge, liking, preference, conviction and purchase. The design of the advertisement has a huge effect on the result of the campaign. Advertising is a campaign that sets high demands on the creativity and to put all of this within a frame of models would kill the creativity (Jobber 2004). Hierarchy of effects theory identifies the six steps in the following order: Close to purchasing, but still a long way from the cash register, are those who are merely aware of its existence, up a step are prospects who know what the product has to offer, still closer to purchasing are those who have favorable attitudes toward the product those who like the product, those whose favorable attitudes have developed to the point of preference over all other possibilities are up still another step, even closer to purchasing are customers who couple preference with a desire to buy and the conviction that the purchase would be wise, finally, of course, is the step which translates this attitude into actual purchase (Lavidge & Steiner 2010)

Criticisms of the Hierarchy of effects theory are diverse and are as outlined below. The models that are based on the hierarchy of effects theory (Mackay, 2005) can be very helpful but are not conclusive. There are several factors that these models do not take in consideration. Not all buyers go through all stages. The stages do not necessarily occur in hierarchical sequence. Impulse purchases contract the process (Smith & Taylor, 2011). The hierarchy models help the advertiser to identify the stages that buyers generally pass through, but cannot be used as obvious guidelines (Smith & Taylor, 2011). The criticism on the models and theories are very similar. They have all been met with the criticism that customers do not always follow a straight line of steps when purchasing a product. Not all customers pass through all the steps before buying a product, some may stop at one stage, and some may go back several steps before later on going back for the product. The theory is missing the loop from the top to the end of the steps. A loop like this would show

that a purchase is not always the end step, rather the beginning of an ongoing relationship with the customer (Smith & Taylor, 2011).

This sum of effects reflects the learning process, thoughts and the intellectual state (Lavidge & Steiner, 2010) of the consumer. These effects include awareness, attention, knowledge, comprehension, recognition, perception and beliefs, or in other words, all the steps approached in these models which involve learning and understanding the features, use and benefits of a product or service advertised which encompass point of sale display, billboard locations, transit advertising and ambient advertising.

### **Empirical Review**

#### **Billboard Location and Product Purchase Intention**

Leo (2015) findings showed that models in billboard advertising attract more attention to themselves than to products advertised and that audience recall models in billboard advertising more than the product advertised showed positive relationship between billboard location and product purchase intention. It was therefore, concluded that audience attention was more on models used in billboard advertising. Based on this, it was recommended that billboard advertising should use models sparingly and concentrate on making the product or service advertised more conspicuously on billboard to ensure easy recall.

Ezeh (2013) findings of the study show that models used in billboard advertising attract more attention to themselves than the product advertised. Some people who expose themselves to billboard advertisement, sometimes only watch and admire the beautiful celebrities or models used. Some people, particularly women, go further by comparing the models used in billboard advertisement to themselves in terms of physical attractiveness, beauty etc. In line with this thinking, Bower (2011) states that attractive models could decrease advertising effectiveness because it deflated the self-image of potential customers when they compare themselves to these models. This finding also confirms Richin (2015) study which investigated and the result showed that negative effect stemming from comparisons with attractive models may have a negative impact on advertising effectiveness. He found out that sufficient negative effect is generated as a consequence of comparison with beautiful models and that evaluation of both the model as a spokesperson and the product may be affected adversely because of model derogation.

The study found that what arouses the interest of audience most in billboard advertisement is models used. This finding is in tandem with the basic argument of the uses and gratifications theory that - media users have several uses into which they put media offerings and there are several gratifications they derive in doing so. The finding also confirms Blumler and Katz's assertion cited in Anaeto, Onabanjo and Osifeso (2008) that there are as many reasons for using the media, as there are many users.

Findings of the study further showed that what influences action of the audience most in billboard advertisement is the entire advertisement put together. This finding reinforces the argument of the system theory – the whole is greater than the sum of its parts. Although each of the elements in billboard advertisement model, product, message, colour, etc., could exert considerable influence on the audience, no doubt, these entire fact put together have greater potentials to generate the required influence. The finding is in line with Plumely (2000) observation that one most important advantage of billboard over other advertising media is that it has the potential to capture the attention of the audience on the go.

One other important finding of the study is that audience recalls models in billboard advertisement more than the advertised product. Following the processes of recall, the finding is justified. One can only recall what he has paid attention to, and he can only pay attention to what he has perceived. Perception in itself is a product of exposure.

**Methodology**

Descriptive survey research design was used for the study and the sample size of the study consists of five hundred and twenty (520) respondents in Lagos State. Taro Yamane method was employed and a structured questionnaire was used to obtain relevant data for the study. Simple regression analysis was employed to test the study's hypothesis at 5% significance level, with the aid of IBM SPSS version 21.0.

For the purpose of this study, primary data will be employed. The data was collected with the aid of a questionnaire that was properly drafted using the 6 point Likert-type scale for questionnaire. A 6-point rating scale was used to measure the response. The scale ranged from 6(Very High) to 1(Very Low).

**Table 1:** Pre-test reliability Analysis

Variables	No. of Items	Cronbach's Alpha
Billboard location	5	0.762
Product Purchase Intention	5	0.796

The result of the pre-test showed that the scales were considered as reliable (Cronbach's  $\alpha > 0.79$ ) and the manipulation checks were valid. The aim of the reliability as a quality criterion was to minimize errors and give stable results of data collection.

**Model Specification**

$$Y = f(X)$$

Where: Y = Billboard location (BL)

X = Product Purchase Intention (PPI)

$$Y = f(X) \text{-----i}$$

### Hypothesis

**H<sub>0</sub>:** Billboard location has no significant effect on Product Purchase Intention in selected fast moving consumer goods manufacturing companies in Lagos State, Nigeria.

### Results and Discussions

In all, questionnaires were administered on 520 respondents in Ho, billboard location of manufacturing companies in Lagos State, Nigeria. The findings and analysis are presented under the objective of this study.

### Hypothesis

**H<sub>0</sub>:** Billboard location does not significantly affect product purchase intention in fast moving consumer goods manufacturing companies in Lagos State, Nigeria.

**Table 2:** Descriptive Statistics of Billboard Location

Items	Very High	High	Moderately High	Moderately Low	Low	Very Low	Mean	Standard Deviation
To what extent do you appreciate a billboard located at a road junction?	67 13.8%	230 47.3%	106 21.8%	54 11.1%	28 5.8%	1 0.2%	4.52	1.058
To what extent do you see the contents of a billboard located on the rooftops?	104 21.4%	172 35.4%	122 25.1%	51 10.5%	35 7.2%	2 0.4%	4.52	1.171
To what extent does a particular product billboard dominate your location?	84 17.3%	201 41.4%	108 22.2%	49 10.1%	39 8.0%	5 1.0%	4.47	1.185
To what extent does electronic billboards located on highways appeal to you?	92 18.9%	189 38.9%	113 23.3%	43 8.8%	42 8.6%	7 1.4%	4.46	1.224
To what extent does a billboard located in densely populated areas influence your product choice?	92 18.9%	168 34.6%	107 22.0%	68 14.0%	39 8.0%	12 2.5%	4.35	1.291
Average							4.46	1.186

**Source:** Field Survey, 2018

Table 2 presents respondents' opinion on product purchase intention measuring scale. The results of descriptive analysis showed that by combining responses under very high, high and moderately high, 403 (82.9%) of the respondents indicated that the extent to which they appreciate a billboard located at a road junction is high. On average, the respondents indicated that the extent to which they appreciate a billboard located at a road junction is moderately high (mean= 4.52, STD = 1.058). Further, the analysis showed that 398 (81.9%) of the respondents revealed that the extent to which they see the contents of a billboard located on the rooftops is high. On average, the respondents indicated that the extent to which they see the contents of a billboard located on the rooftops is high (mean = 4.52, STD = 1.171). Also, 393 (80.9%) of the respondents showed that the extent to which a particular product billboard dominate their location is high. On average, the respondents indicated that the extent to which a particular product billboard dominate their location is moderately high (mean = 4.47, STD = 1.185). The table further showed that 394 (81.1%) of the respondents indicated that the extent to which electronic billboards located on highways appeal to them is high. On average, the respondents indicated the extent to which electronic billboards located on highways appeal to them is moderately high (mean = 4.46, STD = 1.224). The analysis further showed that 367 (75.5%) of the respondents indicated that the extent to which billboards located in densely populated areas influence their product choice is high. On average, the respondents indicated the extent to which billboards located in densely populated areas influence their product choice is moderately high (mean = 4.35, STD = 1.291). The grand mean for billboard location was 4.46 with standard deviation of 1.861. The respondents indicated that analysis of billboard location is moderately high.

Relating the Tables, billboard location and product purchase intention have the same pattern of increases which suggests that billboard location could affect product purchase intention in selected fast moving consumer goods manufacturing companies in Lagos State, Nigeria. These findings therefore provide answer to research question two and enable the researcher to achieve objective two as well.

**Table 3: Descriptive Statistics of Product Purchase Intention**

Items	Strongly Agree	Agree	Partially Agree	Partially Disagree	Disagree	Strongly Disagree	Mean	Standard Deviation
I would like to try the products advertised from these firm.	46 9.5%	241 49.6%	107 22.0%	52 10.7%	38 7.8%	2 0.4%	4.41	1.08
I have confidence in using products that are offered by the firm.	89 18.3%	143 29.4%	155 31.9%	54 11.1%	40 8.2%	5 1.0%	4.35	1.20
The brand of a product dictates a high level of products purchase intention.	80 16.5%	213 43.8%	88 18.1%	62 12.8%	37 7.6%	6 1.2%	4.45	1.20
I don't mind making purchases on behalf of another customer.	55 11.3%	186 38.3%	130 26.7%	57 11.7%	51 10.5%	7 1.4%	4.24	1.20
High level of awareness on a brand attracts high purchase intention.	50 10.3%	143 29.4%	121 24.9%	103 21.2%	40 8.2%	29 6.0%	3.94	1.34
Average							4.29	1.20

**Source:** Field Survey, 2018

Table 3 presents respondents' opinion on product purchase intention measuring scale. The results of descriptive analysis showed that by combining responses under strongly agree, agree and partially agree, 394 (81.1%) of the respondents agreed that they would like to try the products advertised from the selected firms while 92 (18.9%) disagreed. On average, the respondents partially agreed that they would like to try the products advertised from the firms (mean = 4.41, STD = 1.080). Further, 387(79.6%) of the respondents agreed that they have confidence in using products that are offered by the firms while 99(20.3%) disagreed. On average, the respondents partially agreed that they have confidence in using products that are offered by the firms (mean = 4.35, STD = 1.199). From the analysis, 381(78.4%) of the respondents agreed that the brand of a product dictates a high level of a products purchase intention while 105 (21.6%) disagreed. On average the respondents partially agreed that the brand of a product

dictates a high level of products purchase intention (mean = 4.45, STD = 1.200). Moreover, the respondents 371(75.6%) agreed that they don't mind making purchases on behalf of another customer, while 115(23.6%) disagreed. On average, the respondents partially agreed that they don't mind making purchases on behalf of another customer (mean = 4.24, STD = 1.203). From the results, 314(64.6%) of the respondents agreed that high level of awareness on a brand attracts high purchase intention while 172(35.4%) disagreed. On average the respondents partially agreed that high level of awareness on a brand attracts high purchase intention (mean = 3.94, STD = 1.336). The average mean score for responses for product purchase intention is 4.28 with standard deviation of 1.204 which indicated that the respondents partially agree with the statements on product purchase intention.

Relating the Table, point of sale display and product purchase intention have the same pattern of increases which suggest that point of sale display could affect product purchase intention in selected fast moving consumer goods manufacturing companies in Lagos State, Nigeria. These findings provide answer to research question one and enables the researcher to achieve the objective.

**Table 4:** Summary of Regression Results for the Effect of Billboard location on Product purchase intention in fast moving consumer goods manufacturing companies in Lagos State

<b>(a) Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 <sup>a</sup>	.617	.617	3.20533
a. Predictors: (Constant), Billboard Location				

<b>(b) ANOVA<sup>a</sup></b>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8025.676	1	8025.676	781.154	.001 <sup>b</sup>
	Residual	4972.680	484	10.274		
	Total	12998.356	485			
a. Dependent Variable: Product Purchase Intention						
b. Predictors: (Constant), Billboard Location						

<b>(c) Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.470	.658		5.276	.001
	Billboard Location	.803	.029	.786	27.949	.001
a. Dependent Variable: Product Purchase Intention						

**Source:** Researcher's Result (2018)

Table 4 outlines regression result of the effect of billboard location on product purchase intention in fast moving consumer goods manufacturing companies in Lagos State, Nigeria. From the results reported in Table 4 (c) billboard location significantly affect product purchase intention in fast moving consumer goods manufacturing companies in Lagos State at 5% significance level ( $\beta = 0.803, t = 27.949, p < .05$ ). The goodness of fit model presented in Table 4 (a) shows that there is strong positive and significant relationship between billboard location and product purchase intention ( $R = 0.786, p < 0.05$ ). This is further confirmed by coefficient of determination ( $R^2$ ) of 0.617, which shows that billboard location accounts for about 61.7% of the variations in product purchase intention whereas 38.3% of the variations remaining unexplained. This implies that there are other factors (Out-of-Home Advertising variables) associated with product purchase intentions which were not included in the model. Table(b) provides the results of the F-statistics. The results indicate that the overall model was statistically significant with F statistic of 781.154 and the p-value was 0.001 which was less than the conventional probability of 0.05 significance level. The model regression coefficients presented in Table(c) help in summarizing the regression model as follows:

$$PPI = 3.470 + 0.803BL \dots\dots\dots \text{eq. (1.0)}$$

Where:

- PPI = Product purchase intention
- BL = Billboard location

The regression model above shows that when the value of billboard location is constant at zero, product purchase intention takes value of 3.470 meaning that without billboard location, product purchase intention in fast moving consumer goods manufacturing companies in Lagos State, Nigeria was 3.470. The coefficient of billboard location was 0.809, implying that a change billboard location leads to an increase in product purchase intention in fast moving consumer goods manufacturing companies in Lagos State by 0.809 units. Therefore, billboard location significantly affects product purchase intention in fast moving consumer goods manufacturing companies in Lagos State. This effect is positive and high as indicated by the regression coefficient ( $B = 0.809$ ). Since the significant value (p-value) of the t-statistic is less than 0.05 level of significance, the null hypothesis one ( $H_{01}$ ) which states that billboard location does not significantly affect product purchase intention in fast moving consumer goods manufacturing companies in Lagos State, Nigeria is hereby rejected.

**Conclusion and Recommendations**

The study analyzed the effect of billboard location and product purchase intention in selected fast moving consumer goods manufacturing companies in Lagos State, Nigeria. The results of the study provide both empirical and statistical evidences on the effect of the independent variable point of sales display on the dependent variable product purchase intention. The findings provide empirical and statistical evidence and it shows that billboard location does not significantly affect product purchase intention in fast moving consumer goods manufacturing companies in Lagos State, Nigeria. ( $\beta = 0.803, t = 27.949, p < .05$ ). Hence, based on the findings of this study, the paper recommends that:

1. Billboard Location should be placed strategically as to aid the consumers in making the right decision as to what product to be bought, the price, quality, make up and composition of the products.
2. Similarly, the consumer should have the privilege to have access to alternatives or substitute products through billboard advertisement.
3. The rules guiding billboard location should be obeyed by manufacturing firms/advertisers so as to maintain industry best practices.
4. The study also recommends fair and affordable fees for the locations/billboard in order not to pass the price to consumers thereby enhancing low purchase intention to buy.

### References

- AbdulRazak, K., & Kamarulzaman, K. (2009). Malay culture and consumer decision-making styles: an investigation on religious and ethnic dimensions. *Journal Kemanusiaan Bil*, 11, 14-28.
- Anaeto, S., Onabanjo, O., & Osifeso, J. (2008). *Models and theories of communication*. America. Africa Renaissance Book Incorporated.
- Anderson, C. (2009). *The billboard effect: Online travel agent impact on non-Ota*. Ondo: Nigeria.
- Anna, L. (2006). *Billboards: Snapshots of history*, Retrieved from <http://www.about.com> on April 20 (2017).
- Arora, A., & Brown, I. (2012). Hard-sell and soft-sell advertising appeals with a Polysemic' Difference: A Purposeful Advertising Polysemy Perspective. *Advertising & Society Review* 13 (2) · January 2012.
- Azeema, N. (2013). *Billboard advertisement visual pollution, Dr. Bernard Weitzman. Do advertising Billboards Work? (n.d.)*. Retrieved February 02, 2019, from <http://smallbusiness.chron.com/advertising-billboards-work-75826.html>.
- Barry, T., & Howard, D. (2009). A review and critique of the hierarchy of effects in advertising. *International Journal of Advertising*, 9 (2), 121.
- Billboard Advertising Association of America, Inc. (2015). *Bulletins*. Retrieved from <http://www.oaaa.org/OutofHomeAdvertising/OOHMediaFormats/Bulletins.aspx>
- Bower, G. H. (2011). *Human associative memory*. Washington: Winston.

- Byoungcho, J., & Yong, G. (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, 5 (2) 62-71.
- Celsi, R., & Jerry, O. (1988). The role of involvement in attention and comprehension processes. *Journal of Consumer Research*, 210-224.
- Christine, B. (2016). Location-based advertising on mobile devices: A literature review and analysis. *Management Review Quarterly*, 66 (3), 159-194.
- Connell, P. M. Brucks, M. & Nielsen, J. H. (2014). Exposure to advertising and packaging cues in that persists into adulthood. *Advances in Consumer Research*, 40 (2).
- Duncan, A. (2013). *Billboard definition*. About Advertising.com. [http://advertising.about.com/od/advertising\\_glossary/6/gl/billboard.html](http://advertising.about.com/od/advertising_glossary/6/gl/billboard.html), Retrieved on February 7 (2019).
- Ezeh N. C. (2013). Audience assessment of the use of models in billboard advertising: A study of consumers of Amstel malt in Onitsha, Nigeria . *International Review of Social Sciences and Humanities*, 6 (1), 2013, 217-227.
- Fung, R., Chong, S., & Wang, Y. (2004). A framework of product styling platform approach: styling as intangible modules. *Concurr. Eng.* 12 (2), 34-45
- Ghosh, A. (1990). *Retail management*. Chicago: Drydden press.
- Grewal, D., Krishnan, B., Baker, J., & Borin, N. (1998). The effect of store name, brand name, and price discount on consumers' evaluations and purchase intention. *Journal of retailing*. 74 (3), 331-352
- Hashim, Y. & Muhammad, A. (2013). Consumer perception about Branding and purchase intention: A study of FMCG in an emerging market. *Journal of Basic and Applied Scientific Research*. 4 (1), 54-65
- Hoang, T., Phuong, V., Ho, P., & Chi, N. (2017). Effects of country of origin and product features on customer purchase intention: A study of imported powder milk. *Academy of Marketing Studies Journal*, 21 (1), 1-19
- Hutt, M., & Speh, T. (2001). *Business marketing management*. (7th ed.). Harcourt College Publishers.
- Jobber. D., (2004). *Principles and practice of marketing*, 4th Ed, Linda Karlsson McGraw Hill Education, England: Berkshire.

- Keller, K. L. (2001). Building customer-based brand equity, *Marketing Management Journal*, 10 (2), 14-19.
- Kim, J. O. & Jin, B.H. (2001). Korean consumers' patronage of discount stores: Domestic vs. multinational discount store shoppers' profile. *Journal of Consumer Marketing*, 18 (3), 236-255.
- Kobliski, K. J. (2006). *Outdoor billboard advertising*. [www.entrepreneur.com/article/83100](http://www.entrepreneur.com/article/83100) accessed 3<sup>rd</sup> February, 2019.
- Lavidge, R., & Steiner, G. (2010). A model of predictive measurement of advertising effectiveness. *Journal of Marketing*, 52, 59-62.
- Leo, O. N. E (2015). Audience assessment of the use of models in billboard advertising: A study of consumers of Amstel Malt in Onitsha, Nigeria. *International Review of Social Sciences and Humanities*, 6 (1) 217-227.
- Mackay, A. (2005). *The practice of advertising*. (5th ed.). Sydney, Australia: Elsevier Butterworth Heinemann.
- Mbadi, E. M. (2005). *An assessment of the influence of billboard on consumer purchase habit: A case study of urban students*, Unpublished B.A. Project, (2005), University of Nigeria, Nsukka.
- Mowen, J. C., & Minor, M (1998). *Consumer Behavior*, 5th ed., Upper Saddle River, NJ: Prentice Hall.
- Muoz, N. (2012). *Hierarchy of effects*. The University of Texas at Austin, Texas Advertising/ Texas Interactive
- Naiva, S., Spivey, L., Von Koschitzky Kimani, M., & Chau, G. (2014). *Understanding consumers in the Many Africans*.
- Naveen, D. (2004). *Billboard Advertising for business markets*.
- Nyarko, I. (2015). *Is Billboard advertising an effective tool in the marketing of home appliances?* (3<sup>rd</sup> ed), 2, 101-108.
- Okoro, N. (1998). *The business of advertising*. Enugu: Acena.
- Oriyibi-Oke, V. (2007). *Advertising in Nigeria: Questions you should ask before approving a billboard location in Nigeria*. <http://victorariyibi.blogspot.com/2007/07/questions-you-should-ask-before.html?m=1>, Retrieved on January 4 (2019).

- Parkvithee, N. & Miranda, M. J. (2012). The interaction effect of country-of-origin, brand equity and purchase involvement on consumer purchase intentions of clothing labels. *Asia Pacific Journal of Marketing and Logistics*. 24 (1), 7-22.
- Pelau, C. (2011). Analysis of consumer behavior for different product groups. *Management and Marketing*. 6 (1), 101-114.
- Peter, J. P & Olson, J.C. (2008). *Consumer behavior and marketing strategy*. 8th ed. McGraw-hill international edition. Singapore. p.400
- Plumely, J (2000). *Journal of mass media ethics*, New York: Rutledge.
- Richins, M. L. (2015). Social comparison and the idealized images of advertising. *Journal of Consumer Research*, 18 (1), 71-83.
- Shafiq, R., Raza, I. & Zia-urRehman, M. (2011). Analysis of the factors affecting customers' purchase intention: The mediating role of perceived value. *African Journal of Business Management*. 5 (26), 10577-10585.
- Shimp, T. (2010). *Advertising promotion and other aspects of integrated marketing communications*. (7th ed). Mason: South Western Cengage Learning.
- Simcoe, J. (2008). *Guide to advertising on billboards*. Retrieved from <http://www.about.com> on February 7<sup>th</sup> (2019).
- Smith, P., & Taylor, J. (2011). *Marketing communications: An integrated approach*. (3rd ed). London: Kogan Page.
- Spivey, L., Dupoux, P., Niavas, S., & Ermias, T. (2013). *Ten things to know about African consumers capturing the emerging consumer class*.
- Taylor, C., & Franke, G. (2003). Business perceptions of the role of billboards in the U.S. economy. *Journal of Advertising Research*, 150-161.
- Thomas, A. (2015). *The economics of successful billboard advertising*.