

# Studying people contact to e-billboard advertising information

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## Abstract

*E-advertising is a new way of advertising promotion. The main appeal of the advertisements is to obtain the benefits of broadcasting at the crossroads. The study will explore whether is all contenders can benefit from this advertising way. The study uses the statistical analysis to calculation the received questionnaires data. The results provide the companies to evaluate the effects for using e-advertisement as the marketing way.*

Keyword: *e-billboards*

## Introduction and aims

People's life is inseparable from the rendering of advertisements. In the roads, department stores, convenience stores, hypermarkets, etc., there are various kinds of advertising effects, which affect the consumption behavior of people's lives. The purpose of the brand enterprise or individual uniqueness, want to grab the attention of consumers or specific target people, through a

variety of innovative advertising and marketing techniques, to determine the image in the hearts of consumers.

The presentation of advertisements is not only the original kanban or print advertising, but also the presentation of electronic billboards and online advertisements. This not only increases the way people receive messages, but also allows viewers to more quickly understand the content of the information.

The main purpose of this study is to understand whether the public has access to electronic advertising billboards? And because most of the electronic advertising billboards are set at intersections, how many times will the public get in touch every day? How many of times the people who have come into contact with electronic billboards will browse they played ads? Do people prefer electronic advertising billboards or print billboards?

## Literature

In the past, the media mainly used the exterior wall of the building and the large-scale inkjet kanban as the main medium. The banner advertisement, bus body, street signs, bridges, street lamps, bus station advertisements and even installation art were extended. The main feature is that the advertisement can be combined with the surrounding environment, and the main message of the advertisement is strongly conveyed, so that the consumers can be impressed; the innovation is manifested in the form, content, technique and media application.

Kotler (1996) considers, advertising refers to the promotion of corporate ideas, products and services through a non-personal, one-way communication through a form of display through a specific funder through any form of payment. Blackwell, et al., (2001) proposed the definition of advertising: Advertising is conducted through the mass media to conduct and achieve persuasive communication with the consumer.

Advertising is the desire of advertisers to produce a certain degree of effect. Most of the

advertisements are persuaded communication by advertisers to spend expenses and spread through the mass media (Liao, 1999). Beerli and Josefa (1999) defines advertising effectiveness, as the advertiser's final achievement of the set advertising goal by means of an advertising campaign or specific advertising content.

Before the advertisement or after the advertisement, the performance of the advertisement is measured, which will help the planning and control of the advertisement, so that the cost of each advertisement invested by the advertiser can be maximized (Lin, 2009).

The digital electronic signboard allocates specific advertising content to specific objects at a specific time and at a specific place to achieve the effect of mass communication.

### **Research Analysis**

The interviews were aimed at the e-billboards respondents, to investigate these questions related to watching electronic advertisement billboards.

A total of 500 samples were tested. Respondents encountered intersections with electronic advertisements every day. The number of times is shown in Table 1. Among them, 2-5 times are mostly, 230 people, accounting for 46%; followed by 6-10 times, accounting for 21.2%.

Table 1 Number of e-billboards encountered everyday

Times	Number of people	%
$\leq 1$	92	18.4%
2-5	230	46%
6-10	106	21.2%
11-15	27	5.4%
16-20	17	3.4%
$\geq 20$	28	5.6%

Table 2 How long has the respondent been exposed to e-billboards

Period	Frequencies	%
$\leq 1$ month	113	22.6
1-6 months	109	21.8
6 months- 1year	61	12.2
1-2 years	72	14.4
2-3 years	45	9
$\geq 3$ years	100	20

According the statistical data analysis, they have 20% interviews to contact the e-billboards 3

years and above (Table 2). About 21.8% of the respondents had received advertisements information for e-billboards within half a year. In a month, there was received an advertisement information for e-billboards, with 22.6% of respondents. In addition, for the distribution of people prefer received the advertisements

information of e-billboard or print billboard, as shown in Table 3.

Among the samples of the study, there are more people who like e-billboards, with 314 people, accounting for 62.8 percent. Like print billboards for fewer people, only 186 people, and accounting for 37.2%

Table 3 The respondents more prefer for the e-billboard or print billboard

Categories	n	%
More like e-billboard	314	62.8%
More like print billboard	186	37.2%

When an interviewee is exposed to an intersection with an e-billboard, the average number of advertisements he/she will view. According the Table 4, which shown in the

number of respondents were 2 to 5 times, which was 274, accounting for 54.8%. Followed by 1 or less time, with 93 respondents, was accounting for 18.6%.

Table 4 In a crossroad with an e-billboard, the interviewees willing to view times for the e-advertisements information

times	n	%
1 or <1	93	18.6%
2-5	274	54.8%
6-10	76	15.2%
11-15	26	5.2%
16-20	13	2.6%

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>20	18	3.6%
Total	500	100%

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## Conclusion

In generally, the people if to contact the e-billboards on the crossroad, they are almost to view the advertisements to broadcast message. However, we are difficult to confirm these advertising effects. The research result presents 20% approximately only view one or less the e-advertisement. In addition, the research indicated that the most people the way e-billboards play ads has made people accustomed to it. Although, over half of people firstly view the e-billboards during one year, however, the e-billboards have risen rapidly to replace other advertising methods.

Although, we can learn from the research results, nearly 70% of the respondents accept e-advertising messages; however, it is obvious that the content and promotion of advertisements are not completely accepted by the public. This is

to imply companies to evolution the effects for using e-advertisement as the marketing way.

## Reference

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