

**PERCEPTION OF SELECT BILLBOARD ADVERTISEMENTS AMONG BENIN
RESIDENTS**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
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CITY IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF BACHELOR OF ART (B.A) DEGREE IN MASS
COMMUNICATION**

AUGUST, 2025.

DECLARATION

This Project work is based on a study undertaken by me, in the department of Mass Communication, Faculty of Arts, university of Benin, under the supervision of Prof. E. S .Asemah. All findings and analysis in the study are product of my personal research and where the views of my personal research and where the views of others have been used and expressed, they have been duly acknowledged.

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CERTIFICATION

This is to certify that this research work was duly carried out by Obakpolor Iwinosa in the department of Mass Communication, Faculty of Art, University of Benin, in partial fulfillment of the requirements for the award of Bachelor of Art degree in Mass Communication.

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Date

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Head of Department

Date

DEDICATION

This research work is dedicated to GOD Almighty for His mercies, favour, grace and blessings upon my life.

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ABSTRACT

This study was carried out to determine the perception of select billboard advertisements among Benin residents. Questionnaire was used to gather data from 400 individuals currently residing in Benin City. This study shows that effectiveness of billboard advertising in Benin City, the perception of billboard advertising across various demography in Benin, and factors that arouse interest in a billboard and the effectiveness of billboard when compared to other medium of advertising. The study became necessary due to the fact that billboards may not be an effective form of advertising when it is compared to digital ones like social media hence, if it is still necessary for billboards to be used by advertiser to pass their messages. It shows if billboard s are still perceived as an effective medium or if it has been overshadowed by digital tools.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Billboard advertising is generally understood as a form of outdoor advertising that utilizes large-scale printed or digital signage to promote products, services, or messages to passing pedestrians and motorists (Outdoor Media, medium.com, 2024). Billboards are advertising messages strategically located in unique places of towns and cities, not to beautify the towns but to attract attention to products and services (Asemah, p21, 2022). A billboard is a large outdoor advertising structure (a billing board), typically found in high-traffic areas such as alongside busy roads (Wikipedia)

Advertising is one of the most powerful communication tools that almost every company uses to promote its products or services (ASA, 2008). Advertising is a form of communication for marketing and is used to encourage, persuade or manipulate the audience (viewers, readers or listeners; sometimes a specific group) to continue to take some new action (Asemah, Pg 1, 2022)

This advertising medium has evolved from hand-painted signs in the mid-20th century to today's sophisticated digital displays. In Nigeria, the early beginning of billboards were simple hand-painted signs created by local artisans that were used by small businesses to advertise their products. In the 1970s to 1980s, when Nigeria's economy expanded and urbanization accelerated, more prominent companies invested in larger billboards that were professionally printed. During the 1990s, digital printing allowed high-quality, photorealistic images to be produced quickly and cost-effectively. The early 2000s saw the introduction of digital billboards in Nigeria. These electronic displays offered unparalleled flexibility, enabling advertisers to change their messages quickly and easily (Outdoor Media, medium.com, 2024).

Even though we are in a digital age, outdoor advertising remains a powerful medium for brand communication. Outdoor Advertising is the type that provides the advertiser with the largest colourful display of His product or services (Asemah, Pg70, 2022). Despite not being the only part of the home media, Billboard advertising plays a crucial role in shaping consumer perception and behaviour. Billboards are strategically placed in high-traffic areas, major roads and areas with multiple speed breakers (like the ones at Ekenhua Road, in front of the campus gate). Billboards are placed strategically to attract the attention of pedestrians and motorists within a short time. In Benin City, billboards are used extensively by businesses, government agencies, private organizations, and entertainment shows to communicate with the public.

Generally, people's perception of billboard advertisements depends on arranging information, cool graphics designs, relevance to current needs and the credibility of the advertising brand. Additionally, elements such as location, exposure frequency, and viewers' demographic characteristics contribute to how billboards are received and interpreted.

Billboards are an effective way of passing information. Despite their effectiveness as an advertising tool, there is an ongoing debate about Their impact, especially when compared to digital advertising. Some argue that billboards remain relevant due to their physical presence and visibility, while others believe their influence is declining due to online marketing strategies. It is hard to control or track advertisements through outdoor media (Asemah, Pg72, 2022). Billboard advertising is a way of advertising that may never be extinct. Rather than being overshadowed by digital advertising, billboards will continually improve with technological development. When billboards were first used in Nigeria, they were hand-painted signs. Today, billboards are large screens with cool designs that allow users to switch from one advert to another in seconds.

Despite this, hard-copy billboards are still very effective methods of advertising that continue to yield results to date.

These days, pundits and advertisers continue to argue on whether the outdoor media (which includes billboards) has lost its flagship position or whether it has been relegated to a “support media” for recall”. Understanding how residents of Benin City perceive and consume billboard advertisements will provide insight into their effectiveness, influence on consumer behaviour, and potential areas for improvement.

1.2 Statement of the Problem

As an out-of-home advertising medium, Billboard is focused on engaging the target when they are out of Their homes. Plays a crucial role in enhancing brand visibility and awareness due to its large size and strategic placement in high-traffic areas (Oyeniya, 2021). Adeolu (2015) explains that billboards provide continuous exposure at a lower cost per impression compared to other advertising media like television and radio.

Billboards are a major advertising tool in Benin City, but their impact on residents’ awareness, attitudes, and behaviours needs to be assessed. With the rise of digital and social media marketing, it is important to examine whether billboard ads still significantly influence residents in Benin City. Understanding how people perceive billboard ads can help advertisers design more engaging and culturally relevant messages.

Despite billboard advertisement advantages like size and cost, do individuals residing in Benin City find adverts done on billboards informative and persuasive, or do they ignore them, barely notice them, or find them annoying? The aim of this research is to ascertain how individuals residing in Benin perceive billboard advertisements and the volume of their purchases that are directly a result of seeing them on a billboard.

1.3 Objectives of the Study

The objectives of this study are to;

1. Analyse the effectiveness of billboard for advertising in Benin City.
2. Explore the perceptions of billboard advertisement across various demography in Benin
3. Identify factors that arouses the interest of consumers (e.g., imagery, color, layout, and textual content) on billboard advertisement.
4. Ascertain the effectiveness and benefits of billboard advertising over other mediums of advertising.

1.4 Research Question

This study aims to answer the following research questions:

1. How effective are billboards for advertising in Benin city?
2. What is the perceptions of billboard advertisement across various demography in Benin?
3. What are the factors that arouses the interest of consumers most in billboard advertisement?
4. What is the effectiveness and benefits of billboard advertising over other mediums of advertising?

1.5 Significance of the Study

The Benin City resident population, in particular, will benefit from this study's advancement of their understanding of how they perceive advertisements done on billboards. This research will provide insight into how this group responds to Billboard advertisements.

For them to make better decisions to improve the necessary elements (like graphics, location, text, colours, etc.) to alter consumers' perceptions positively, it seeks to provide advertisers with

insights on how individuals living in Benin purchase and consume certain products solely because of adverts they saw on billboards.

Additionally, this study aims to prove that despite the rise of digital and social media marketing, Billboard, as an out-of-home media outlet, still has notable relevance in making consumers purchase a particular product. The findings will also help enrich the existing literature on billboard advertising.

1.6 Scope of the Study

The scope of this research is guided around residents' perceptions of billboard advertisements in Benin City, Edo State, Nigeria.

This study is limited to commuters, especially undergraduates in the University of Benin (Ekenhua), bus drivers, car owners, cooperate workers, retail store owners and pedestrians, respectively, who travel along some prominent routes purposely drawing samples through from the population of consumers of billboard is hinged on the idea of easy assessment of the respondent and the quality of their response. A simple random sampling technique will be employed.

1.7 Operational Definition of terms

For this study, the following definitions are provided for the terms as they are meant to be understood.

Advertisement: Advertisement is a paid, public communication designed to promote a product, service, or idea to a target audience through various media channels (in this case, Billboards).

Billboard Advertisement: Any paid structured information about a product or service that can be seen on a billboard

Billboard: They are large format advertising displays intended for viewing from an extended distance.

Consume: refers to how people engage with, process, or act upon the advertisement.

Influence: The capacity to affect the character, development, or behaviour of someone or something or the effect itself.

Perceive: How people understand and react to things if they see them as important, engaging, or relevant.

Residents of Benin City: People who currently stay in Benin City or have stayed in Benin for an extended period.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter will review the important and related literature to the topic in focus. It requires an examination of the notion of celebrity endorsement, its development over time, and the effects of the many forms of celebrity endorsement

2.1 Historical Review

This chapter will review the relevant literature on the topic at hand. It necessitates an investigation of the concept of celebrity endorsement, its evolution throughout time, and the consequences of the many types of celebrity endorsement.

2.1.1 Evolution of Billboard advertising

Billboards as tools for advertising started as early as the late 15th century when flyposting was used as a guerrilla marketing tactic where advertising posters were put in Europe. By the 16th and 17th centuries, the invention of the printing press (by Johannes Gutenberg in the 15th century) enabled woodblock and letterpress-printed posters, which were used to announce plays, public events, and political messages. Billboards in the early 1800s were labour-intensive to create, as most were drawn or painted by hand.

In 1796, Alois Senefelder introduced lithography, which allowed the mass production of posters. Alois Senefelder did not start the mass production of billboards. Still, his invention of lithography played a significant role in the development of large-scale printed advertising, including posters that eventually influenced billboard advertising. Early lithographic techniques developed by Senefelder were ideal for book illustrations, medium-sized posters, and prints, not for large-scale outdoor advertising as billboards call for. Mass-produced posters, which

subsequently developed into major advertising forms like billboards, were made possible by Senefelder's lithography technique.

The first large-scale billboards appeared in the mid-to-late 19th century after the invention of colour lithography by artists like Jules Chéret in France. Jules Chéret revolutionised advertising with his invention of the three-colour lithographic printing process (using three primary colours: red, yellow, and blue in different layers to create a full spectrum of shades) in the 1860s. This technique enabled vivid, eye-catching posters, revolutionising advertising in Paris. Billboards became popular advertising in the 1860s and 1870s, particularly along roads and railways in Europe and the United States, thanks to improved printing techniques.

Despite this, it wasn't until 1835 that the first-ever advertisement billboard poster over 50 square feet was created by Jared Bell in New York to advertise Barnum & Bailey Circus in 1835. As time went by, more and more businesses utilised outdoor space (particularly billboards) for advertising.

The first recorded incident of people leasing billboard space was in 1867. Jared Bell (a real estate agent) began renting out space for large-format posters to promote circus shows. However, the modern leasing of billboard spaces as a business model took off when Francis Wayland Ayer established the first billboard leasing company, Ayer & Son, in 1875. Ayer & Son pioneered renting billboard space to advertisers, offering a structured way for businesses to promote their products in high-traffic areas. This marked the beginning of the outdoor advertising industry, which evolved into the current organised billboard leasing system.

As billboards became popular, numerous billboard associations were founded to govern the standards of billboard advertising. The billboard associations were:

1. International Bill Posters' Association of North America (IBPANA) – 1872: One of the earliest industry associations established to standardise and regulate billboard advertising in North America. It helped develop outdoor advertising guidelines and protected billboard companies' rights.

2. Associated Bill Posters' Association of the United States and Canada – 1891: It was formed to organise the growing billboard industry further and improve advertising standards and later evolved into the Outdoor Advertising Association of America (the leading trade association for the U.S. out-of-home advertising industry) in 1925.

3. The Outdoor Advertising Association (United Kingdom) – Late 1800s: It was established in the UK to regulate billboard advertising and maintain ethical practices. It later became part of the UK's Outdoor Media Centre.

These early institutions significantly influenced contemporary billboard advertising by creating best practices, regulatory frameworks, and industry standards.

From the 1920s until the 1950s, the 20th century witnessed the rise of vivid, hand-painted billboards, with prominent companies like Coca-Cola and Marlboro investing significantly in billboard advertising. In the 1960s, notable advancements in printing technology led to the production of more complex and vibrant advertisements at a lower cost. Since the 1970s, billboards have been a prominent advertising medium, leading governments to implement restrictions regarding placement and environmental impact. The 1990s saw the advent of large-format printing, enhancing the efficiency of billboard production.

Digital billboards originated in the 2000s, enabling advertisers to modify information instantaneously and present dynamic graphics. At present, interactive billboards, LED displays, and programmatic advertising—targeting specific demographics based on data—have become

standard practices. Innovations such as 3D billboards, AI-driven advertisements, and augmented reality (AR) experiences have revolutionised billboards into outdoor advertising platforms.

2.1.2 Development of Billboard advertising in Nigeria

Nigerian billboard advertising was in its early stages in the mid-twentieth century. The first billboards were simple, hand-painted displays made by local craftspeople. Small businesses usually use these signs to market their products and services. Making them required extraordinary artistic ability since painters utilised strong text and vivid colours to draw attention from drivers and pedestrians.

During the 1970s and 1980s, Nigerian billboard advertising experienced significant growth and became more standardised. The demand for more advanced advertising techniques grew as the country's economy expanded and urbanisation increased. Companies started financing bigger, professionally printed billboards. Outdoor advertising firms also first emerged at this time and were essential in controlling billboard sizes and styles, hence producing a more professional and consistent national look.

The introduction of digital printing technology in the 1990s transformed Nigeria's billboard advertising industry. With digital printing, high-resolution, lifelike images could be produced quickly and cheaply. This innovation led to a surge in visually appealing billboards, allowing advertisers to deliver more detailed and engaging messages to their target audience.

By the early 2000s, digital billboards entered Nigeria's advertising landscape. These digital billboards were incredibly adaptable, letting marketers change their messages with ease. Digital billboards gained immense popularity in densely populated regions and on busy streets in large cities such as Port Harcourt, Abuja, and Lagos. Their ability to showcase dynamic, animated content made them a highly effective tool for grabbing consumer attention.

2.2 Conceptual Review

2.2.1 Understanding Billboard advertising

In the words of Edegoh, Nwanolue, and Ezeh (2013), a Billboard is a form of outdoor media aimed at passers-by, drivers, individuals in moving vehicles, and pedestrian traffic. These advertisements are typically characterized by attractive models, images, and catchy slogans designed to capture attention. Billboards do not interrupt. No obnoxious sounds, smells, or negative attention grabbers (Ariyibi-Oke, 2007). Unlike other advertising mediums, billboards catch consumers' attention without interrupting them. Duncan (2013) refers to them as outdoor signs or posters typically seen on freeways, highways, and streets.

Geraldine Ifesinachi Nnamdi-Eruchalu (2015): In her analysis of the linguistic features of billboard advertising in Nigeria, Nnamdi-Eruchalu highlights that billboard advertising targets road users and typically contains very few familiar words. She emphasizes that advertising copywriters skillfully manipulate language to communicate messages effectively within a limited time and space.

Understanding the concept of billboard advertising is essential because, although scholars have defined it differently, they all agree that it refers to using a high-traffic area for advertising so drivers and pedestrians can see it and act on it. According to Anna (2006), a 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. Despite the distinction, all scholars agree that billboards are placed in strategic high-traffic locations to capture the attention of passers-by (both on vehicles and foot). They are usually seen in freeways, highways, and streets, with their messages in bold, bright colours and reactive graphics.

Despite their original dating back, billboards were used for advertising in the 19th century. Since then, they have evolved to be more appealing and sophisticated than they were before. Research was always done on billboards because advertising looked for new ways to make billboards more appealing to their target audience. And the advancements in technology have further improved it in unexpected ways. Billboard has moved from just a small poster drawn by the artist to a big 168” x 576” inch screen that can show multiple adverts in minutes, depending on how it is programmed. These are the various types of billboards and their specific uses: **Static Billboards** (Traditional Vinyl or Painted Billboards) – Cost-effective and offer long-term visibility, making it ideal for brand awareness campaigns. **Digital Billboards** (LED Screens) – Allows multiple advertisements to rotate, offering dynamic content and high engagement, ideal for time-sensitive promotions. **Mobile Billboards** (Attached to Trucks or Vans) – Can reach specific target audiences in different locations, making it useful for events and hyper-local marketing. **Wallsapes** (Large Ads on Buildings) – Provides a massive visual impact in high-traffic urban areas, suitable for luxury brands and major product launches. **Bridge/Overpass Billboards** – High visibility for drivers and pedestrians, particularly in traffic-congested areas. **Backlit Billboards** (Illuminated at Night) – Ensures visibility during night time, making it ideal for businesses that operate late, like restaurants and clubs. **3D Billboards** (Uses Special Effects or Physical Elements) – Creates a memorable, attention-grabbing effect that stands out from regular advertisements. **Eco-friendly Billboards** (Solar-powered or Green Material Billboards) appeal to environmentally conscious audiences and improve brand reputation. **Inflatable Billboards** (Large Floating or Standalone Structures) – Portable and reusable, ideal for short-term promotional campaigns or festivals. **Interactive Billboards** (Touchscreen or QR Code-Enabled) – Engages audiences directly, driving immediate customer action and digital integration.

We live in a world where everybody has everyone's attention and will go to certain lengths to achieve it. Technological devices are a major form of advertising these days. As an out-of-home advertising medium, Billboard still gives those with limited access to technology devices and products that can help them. Some people might have phone access but know how to operate them, so social media and digital media may not be effective. The older generation may perceive billboards as more credible than other forms because they have used billboards for advertisement longer than phone use. Plus, billboard adverts are more credible and reliable than social media and digital media marketing. Social media advertising can be trusted, but there's a higher chance of falling into fake phone ads than billboards on public display.

A study by Ngozi Blessing Ossai-Ugbah, PhD, from the University of Benin, examined the effectiveness of campaign posters and billboards as sources of information for the Nigerian electorate during the 2023 elections. The study found that most respondents considered these billboards valuable sources of information, especially regarding candidates' manifestos. This shows billboards are still effective in Benin City.

2.2.2 Understanding Consumers' perception

Consumer perspective greatly influences how people understand and react to advertising messages. It is the process through which people select, organize, and interpret sensory information to make sense of their environment (Kotler & Keller, 2016). Consumer perception shapes the efficacy of messaging in billboard advertising, impacting brand awareness, recall, and buying behaviour. Understanding how people view these ads is crucial for businesses creating strong messages in Benin City, where billboards rule outdoor advertising. Several factors influence consumer perception, including cultural background, prior experiences, and

psychological factors (Adekoya, 2011). Asemah and Edegoh (2012) emphasize that advertising must align with cultural and societal values to be effective. In a diverse city like Benin, advertisers must design messages that resonate with the local audience to enhance engagement.

For billboard ads, relatable images, recognisable language, and culturally appropriate subjects can significantly increase consumer connection. Still, another important component of customer impression is selective attentiveness. Given the abundance of commercials in metropolitan settings, only a few numbers really stand out and grab interest. Okoro (2019) explains that Nigerian consumers are more likely to notice ads that are visually striking and personally meaningful. Additionally, Asemah and Edegoh (2014) argue that billboard effectiveness depends on strategic placement in high-traffic areas and the clarity of the message. An advertisement risks being disregarded if it is poorly positioned or unduly complicated.

Consumer interpretation of advertising messages is shaped by personal beliefs and experiences (Ogunnaike, 2015). Asemah (2024) highlights those advertisements that fail to consider audience perspectives may lead to misinterpretation or disinterest. A premium goods advertisement, for instance, would appeal to those with high incomes but be discounted by others with lesser incomes. Advertisers must precisely craft messages that fit the needs and goals of their target audience. The Theory of Planned conduct (Ajzen, 1991) holds that a person's conduct is determined by their attitudes, subjective norms, and perceived behavioral control. One important component of this theory is purchase intention. This theory states that a person's attitude toward a product or service, the social norms around its use, and their perception of their ability to acquire it all have an impact on their intention to buy (Fishbein & Ajzen, 2010).

Attitudes and behaviours ultimately reflect customer perspective. A positive perception of an advertisement can lead to higher brand recall and product consideration, while a negative perception may result in skepticism or rejection (Eze & Lee, 2012). As Asemah and Edegoh (2014) note, effective billboard advertisements must be clear, engaging, and culturally relevant to maximize their impact. Advertisers in Benin City have to make messages that grab attention and inspire action by using insights into customer perspectives.

2.3 Opinion Review

These digital billboards were incredibly adaptable, letting marketers change their messages with ease. Digital billboards gained immense popularity in densely populated regions and on busy streets in large cities such as Port Harcourt, Abuja, and Lagos.

2.3.1 Categories of Billboard Advertising

Design style, positioning technique, and technological integration help to classify billboard advertising. Scholars have found several kinds of billboards with varying effects on audience impression. Static billboards—which include set pictures and text—are one often used type. These are the most traditional form of billboard advertising and remain widely used due to their cost-effectiveness and high visibility (Kotler & Keller, 2019). However, their stationary character means they depend on striking images and succinct messaging to keep the impact.

Digital billboards—which show rotating ads using LED screens—are another category. Research suggests that digital billboards attract more attention due to their dynamic content and ability to showcase multiple ads in a single location (Belch & Belch, 2020). They might, however,

be subject to legal constraints in some metropolitan regions and have more investment expenses. Target audience and location help one further classify billboards. For example, highway billboards target commuters and long-distance travelers, while urban billboards are designed for pedestrians and local motorists. Scholars argue that placement plays a significant role in determining audience engagement, as advertisements in high-traffic areas receive more exposure (Asemah & Edegoh, 2013).

Factors including advertising objectives, target audience, and environmental surroundings determine how effective certain billboard classifications are. To guarantee maximum impact, marketers must choose the right billboard.

2.3.2 Factors That Influence the Effectiveness of Billboard Advertising

The perception of billboard advertisements among residents of Benin City is influenced by several key factors:

Visual appeal and message clarity: Studies have shown that billboards with bold colors, clear fonts, and simple messages tend to capture more attention than those that are cluttered or difficult to read (Shimp & Andrews, 2018). Since billboards are often viewed briefly by-passing audiences, advertisers must ensure that their messages are concise and instantly recognizable.

Cultural relevance: Nigerian scholars emphasize that advertisements resonate more with the public when they incorporate local languages, traditional symbols, and culturally familiar themes (Oladipo, 2017). In Benin City, billboards that reflect Edo cultural values and local slang may receive higher engagement and positive perception compared to advertisements that feel foreign or disconnected from the community.

- **Brand Credibility:** The credibility of the brand and the advertisement's message play a role in shaping public perception. Research indicates that consumers are more likely to trust

billboard advertisements from well-established brands or those that feature authentic, relatable messaging (Eze, 2019).

- **Billboard Placement:** Billboard placement significantly affects how advertisements are perceived. Studies suggest that billboards in highly congested areas may suffer from message dilution, as viewers are exposed to multiple ads simultaneously, making it harder for individual advertisements to stand out (Ibikunle, 2019). Conversely, strategically placed billboards in less cluttered locations tend to generate higher recall and engagement.

2.3.3 Advantages and Disadvantages of Billboard Advertising

Billboard advertising offers several advantages that make it a preferred medium for brands seeking widespread visibility.

- **Constant Exposure:** One key merit is constant exposure. Unlike TV or radio ads that require active engagement, billboards provide continuous brand visibility to audiences throughout the day (Duncan, 2021). This repeated exposure reinforces brand awareness and increases the likelihood of consumer recall.
- **Cost effective:** Another advantage is cost-effectiveness. Compared to digital and television advertising, billboards offer long-term visibility at a relatively lower cost, especially for brands targeting localized markets (Nwosu, 2020). This makes them a viable option for both large corporations and small businesses.
- **Limited audience:** One major demerit is limited audience targeting. Unlike online advertisements that allow precise targeting based on demographics and user behaviour, billboards rely on mass exposure without the ability to filter specific consumer segments (Kotler & Keller, 2019).

- Visual Pollution: Some scholars argue that billboards contribute to visual pollution, particularly in cities where they are densely placed (Ajayi, 2021). Overcrowded billboard spaces can lead to advertising fatigue, reducing the effectiveness of individual ads.
- Location dependent: Billboard effectiveness is dependent on location. Advertisements placed in low-traffic areas may fail to reach a large audience, making location selection a critical factor in advertising success (Okonkwo, 2022).

2.3.4 Enhancing Billboard Advertising for Greater Impact

Scholars and marketers advise many strategic ways to maximise the impact of billboard advertising. Including digital technologies in classic billboards is one innovative approach. Research suggests that QR codes, augmented reality (AR), and interactive digital screens enhance audience engagement and bridge the gap between offline and online marketing (Shimp & Andrews, 2018). Higher engagement rates follow from customers interacting with billboard advertising in real-time using this method.

One further strategy is using audience research to maximise billboard content. Advertisers must analyse consumer preferences, traffic patterns, and cultural trends to ensure that their messages resonate with the target audience (Asemah, 2011). Local themes and relevant storytelling help brands in Benin City to create closer emotional ties with the people.

Furthermore, billboard efficacy depends much on innovative, creative design. Experts recommend using bold visuals, minimal text, and high-contrast colours to enhance readability and ensure instant message recognition (Lester, 2018). Higher audience involvement usually results from billboards that deliver gripping stories instead of merely advertising messages.

Finally, keeping the credibility and influence of billboard advertising depends on appropriate control and placement techniques. Nigerian scholars advocate for policies that limit

billboard overcrowding, ensuring that advertisements remain effective without contributing to visual clutter (Uchenna, 2022).

2.4 Empirical Review of Related Study

Empirical research reveals that billboard commercials considerably impact consumer perception, frequently impacting brand recall, sentiments, and purchasing decisions. Impact of billboard advertisements in Nigeria: discovering that well-placed and visually appealing billboards increase brand recognition and old consumer attitudes. According to the study, commercials in line with local cultural standards are more likely to appeal to the target audience, which is relevant given the general population of Benin City.

Likewise, in 2013 saw, Okoro and Odoemelum saw how Nigerian consumers view outdoor advertising. According to their studies, regular viewing of billboard ads increases brand recognition and shapes customers' purchase choices. This revelation suggests that Benin City's billboard design and choice should prioritize visibility, readability, and low cognitive excess. One of the main factors influencing advertising efficiency has been extensively investigated, such as the deliberate location of billboards.

According to a 2020 Ogbu and Mbah study, audience interaction is higher on billboards in high-traffic places, including road crossings and commercial hubs, than on those in low-traffic regions. This result is consistent with research done in metropolitan regions where placement in high-visibility sites and exposure length directly determine the effectiveness of billboards. Benin City depends on this realization since significant pedestrian and vehicle traffic makes places like Ring Road, Ugbowo, and Sapele Road ideal for billboard advertising. Audiences' impressions of billboard ads depend on demographic elements, including age, educational background, and socioeconomic level.

While older audiences want conventional static billboards with straightforward and obvious messaging, younger audiences (18–35 years) are more responsive to digital billboards and interactive aspects, according to Nwosu & Ude-Akpeh (2017). Using this realisation in Benin City implies that companies catering to elderly groups should prioritize messaging. In contrast, brands aiming at university students at UNIBEN or AAU should use modern, aesthetically pleasing billboards. The perception of a billboard depends on cultural appropriateness.

Adeyanju's 2015 research underlined how often culturally incorrect commercials cause reactions and damage a business's reputation. Advertisements that include local language, symbols, and values are more likely to connect with the audience in a city with a rich cultural background like Benin. Companies that match their billboard messages with Benin's cultural background might find more residents accepting and involved.

The 2013 study by Edegoh, Asemah, and Nwanolue found major negatives in Nigeria's outdoor advertising industry, including government rules, environmental issues, and billboard growth. Cluttered advertising environments might cause audience desensitization, hence lowering interaction. This problem is especially pertinent in Benin City, where growing numbers of billboards fight for attention, and strategic planning is essential for good placement and message design.

2.5 Theoretical Framework

A theory is a set of assumptions, assertions or accepted facts that aims to provide a credible or rational explanation of cause-and-effect (casual) links among a group of observed events," Asemah et al. (2017) states on page McQuail defines theories as "sets of ideas of various status and origin that may explain or interpret specific occurrences," a definition that Asemah et al. (2011) cite. It is possible to state that theories form the basis of all research and investigation.

As such, one needs to be guided by some guidelines derived from theories prior to starting any investigation.

A theoretical framework provides the foundation for analysing and understanding the perception of billboard advertisements among Benin residents. This study is anchored on mass communication theories that explain how audiences interpret and respond to advertising messages. The relevant theories include the Perception Theory, Uses and Gratifications Theory, Cultivation Theory, and Agenda-Setting Theory. These theories help to explain how people engage with billboard advertisements, how they process the information presented, and the extent to which repeated exposure to such advertisements influences their perception, attitudes, and behaviours.

2.5.1 Perception Theory

Perception Theory Perception Theory explains how individuals interpret sensory information and form meanings based on personal experiences, cultural background, and cognitive processes (Berelson & Steiner, 1964). According to this theory, audience members do not passively receive messages; rather, they actively engage with the content, filtering it through their existing beliefs, attitudes, and experiences. Perception is influenced by psychological factors such as attention, interpretation, and memory, making it a subjective process (Asemah, 2011).

Within the framework of Benin City's billboard campaigns, this theory contends that inhabitants view commercials differently depending on elements including personal preferences, exposure to related messaging, and billboard visual attractiveness. For example, depending on their socioeconomic level, an advertisement for a luxury brand could be seen as aspirational by

some but as meaningless by others. This range of view affects how successful billboard advertising is.

Asemah et al. (2017) assert that the effectiveness of advertisements is largely dependent on how the target audience perceives them. An advertisement is more likely to grab people's attention and leave a good impression if it is well-designed and deliberately positioned in a busy area. On the other hand, the advertisement could be disregarded or misinterpreted if it deviates from the cultural norms and audience expectations. This suggests that while designing billboard messages, advertisers have to take into account the psychological and cultural viewpoints of their audience.

2.5.2 Uses and Gratification

The Uses and Gratification Theory, developed by Katz, Blumler, and Gurevitch (1973), postulates that audiences actively seek media content that satisfies their needs, whether for information, entertainment, social interaction, or personal identity formation. Unlike passive media consumption models, this theory suggests that individuals selectively engage with media messages based on what they find useful or gratifying. For instance, a trader could concentrate more on billboards advertising business loans; a student would find a billboard offering a scholarship program more relevant since it meets their educational objectives. This idea clarifies why, depending on how well they fit audience interests and motives, some commercials attract more attention and interaction than others.

Asemah (2011) highlights that individuals use advertising messages to fulfil their informational and entertainment needs. Regarding billboards, the message has to be strong enough to draw attention in hectic surroundings. A billboard has more chance to affect the

attitudes and actions of the audience if it successfully conveys a message that fits their immediate needs. This is why commercials advertising mobile banking services, employment prospects, or forthcoming social events usually get higher interaction in metropolitan centres like Benin City, where such information is quite relevant.

2.5.3 Cultivation Theory

Developed by George Gerbner (1976), Cultivation Theory argues that continuous exposure to media messages can shape individuals' perceptions of reality over time. Though this idea mostly relates to television, it is applicable to billboard advertising since repeated exposure to specific pictures or words can change public attitudes and actions. The theory suggests that long-term exposure to a particular type of content can shape an individual's worldview, making them more likely to accept the messages being conveyed as a reflection of reality (Asemah et al., 2017).

Constant exposure to particular kinds of billboard advertisements, such those supporting political candidates, consumer products, or educational institutions, can change public opinion on these issues. For instance, if billboards consistently show a specific brand as better, neighbours can learn to believe in its supremacy even without personal knowledge. Likewise, if billboards constantly feature pictures of luxury and riches, they could shape consumer behaviour and society expectations.

Asemah and Edegoh (2013) argue that advertising has a powerful influence on societal values because it exposes audiences to repetitive messages about products, lifestyles, and

ideologies. For example, even if people almost ever engage with political candidates, billboards showing them can progressively change public view of their legitimacy and electability. This emphasises the ability of billboards as a mass communication tool to change the social and political scene of a city like Benin.

2.5.4 Agenda Setting Theory

McCombs and Shaw (1972) proposed the Agenda-Setting Theory, which suggests that the media do not tell people what to think but rather what to think about. By giving prominence to certain topics, media can influence public discourse and priorities. This theory asserts that issues repeatedly highlighted in the media gain importance in the public consciousness, shaping how individuals prioritize information and make decisions (Asemah, 2011).

By affecting public awareness and interest in particular businesses, social concerns, or political campaigns, Benin City's billboard ads help to shape agendas by If several billboards highlight environmental preservation, for example, citizens might start to pay closer attention to sustainability problems. Frequent political advertising on billboards can similarly affect voter impressions and impact election choices.

According to Asemah (2011), advertising plays a crucial role in shaping societal values by highlighting specific themes and narratives. While those advertising greater education possibilities might boost university enrolment rates, billboards advocating healthier lifestyles can inspire residents to change their eating habits. Strategic placement of billboards in high-traffic

areas helps advertisers to guarantee that some messages stay at the front of public attention, therefore supporting the agenda-setting role of mass communication.

2.6 Summary

The history and evolution of billboard advertising, a conceptual review to comprehend the perspectives of researchers who have studied this subject, various forms of billboard advertisement with their impact, billboard advertising as a marketing tool, factors that influence using a billboard to advertise, merits and demerits of billboard advertising celebrity, a review of empirical studies, and a theoretical framework by grounding the study in a relevant theory were all covered in this chapter.

CHAPTER THREE

METHODOLOGY

This chapter deals with the method of data collection, particularly the design, population, sample size, sampling technique and the method of data analysis. Therefore, all will be explained under the following headings:

- Research Design
- Population of the study
- Sample size
- Sampling technique
- Research instrument
- Validity of the instrument
- Reliability of the instrument
- Method of data collection
- Method of data analysis

3.1 Research Design

For the purpose of this study, the survey methodology is adopted by administering questionnaire on residents of Benin City. A survey is an empirical study that uses questionnaire to discover descriptive characteristics of a phenomenon (Asemah, Gujbawu, Ekhareafo and

Okpanachi, 2012). Survey research approach is aimed at developing generalized prepositions about human behaviours from what is observed in a sampled population (Asemah et al, 2012).

3.2 Population of the Study

In research methodology, the population of study is any group of individuals, items or variables that have one or more features in common, with the researcher(s) want to Study (Okwechime, 2011). It represents the larger target group to which the research findings are intended to be generalized (Ovie & Nwaoboli, 2022). The population of study includes students and lecturers in university of Benin, and select few livings in Benin. This amount to 1,147,188 as of 2006 when the last population census was conducted (<https://nationalpopulation.gov.ng>).

3.3 Sample of the Study

Sample size refers to the number of individuals or elements included in a sample, which is a subset of a larger population (Nwaoboli & Asemah, 2023). It is a crucial consideration in research and statistical analysis as it plays a significant role in determining the reliability and generalizability of research findings (Nwaoboli & Asemah, 2021).

The Sample size for this study is 400. The figure was gotten by using the simple percentage sample size determination formula. Since the population of this study is 1,147,188, a 0.506% will be used in determining the sample size. Formula:

$$N = N \times (\%) \div 100 \text{ (where N represents the population size)}$$

$$N = 1,147,188 \times 0.506 \div 100$$

$$N = 1,147,188 \div 100$$

$$N = 580$$

3.4 Sampling Technique

This study made use of multi stage sampling technique to select the samples. This technique was appropriate for this study because the respondents were chosen in three stages. From the eighteen local government of Benin city Nigeria-which inclined Akoko-Edo ,Egor, Esan Central, Esan North-East, Esan South-East, Esan West, Etsako Central,Etsako East, Etsako West, ,Igueben, Ikpoba-Okha, Oredo, Orhionmwon, Ovia North-East ,Ovia South-West, Owan East, Owan West, and Uhunmwonde. A random sample of three local government-Egor, Oredo, and Ikpoba-okha will be examined in the first stage. In the second stage, 6 communities (Uwelu, Evbotubu, Ogbelaka, Uselu, Ohovbe, and Ekehuan) were chosen from the 33 communities/wards (Uselu, Uwelu, Evbotubu Ekehuan, Iguoshodin, Iguikpe, Ogbekpen, Iguadolor, Iguomo, Ugbowo, Ogbelaka, Uselu, Use, Ogboka, Ogbe, Odighi, Ugbague, Isekhare, Ewah, Ibiwe, Iwegie, Oliha, Ogbeson, Ohovbe, Ugbor, Ugbekun, Obagie, Obayantor, Evbuomodu, Oghede, Ute, Okha, Idogbo) in the 3 Local Governments. 3 communities/wards (Uwelu, Evbotubu and Ekehuan) were further chosen from the 6 Communities/wards as the sample for this study.

In the third stage, the researcher selected the respondents using simple random sampling technique.

3.5 Research Instrument

The questionnaire is the research tool used in this study (Asemah, Nwaoboli & Beli, 2022; Asemah, Nwaoboli & Nwoko, 2022). A questionnaire is a series of questions developed under a specific theme in mind. Data from respondents is acquired for the aim of this study using the questionnaire. Two sections made up the questionnaire: the first was designed to compile respondents' biographical data and the second was intended to compile respondents' psychological data, therefore addressing the research issues of the study.

3.6 Validity of Instrument

A meticulously constructed copy of the questionnaire was submitted to the research supervisor for critical evaluation to ensure clarity, relevance to the objectives, appropriateness of the questions and language, and accuracy of the instructions provided to respondents. To render the questionnaire suitable for this study, recommendations and alterations were implemented to guarantee that most items accurately assessed the theoretical construct of this research.

3.7 Reliability of Instrument

Ensuring consistency of the research instrument is essential. The questionnaire served as the data collection instrument for this study to ascertain the perception of billboards as a tool to advertise among Benin residence. The instrument was considered dependable as it facilitated the resolution of the study's research issues. A feasibility study was performed on the instrument to evaluate its reliability and ascertain the potential for future replication of this research activity.

3.8 Method of Data Collection

The researcher utilised both primary and secondary sources for the investigation. Concerning the primary source of information, copies of the questionnaire were disseminated both physically and electronically. To the attendees. The survey enquired about relevant demographic information and included a section on psychographics. The data from the secondary source was obtained from general textbooks, relevant publications from prior studies, articles, online notes, and a library.

3.9 Method of Data Analyses

The analysis and presentation of the data collected for this study employed frequency tables and simple percentages. The data was effectively presented through frequency tables to enhance clarity and comprehensibility for all audiences. The quantity and statistics of the respondents' psychological replies were analysed using basic percentages. Furthermore, the data in the frequency table and the simple percentage were elucidated for clarity.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

This chapter presents and analyses the data collected using the questionnaire. A total of 400 copies of questionnaire were distributed (both online and printed copies) all were properly filled making the sample size a total of 400 after administration which accounts for 100%. 400 respondents therefore represent questionnaire 100% of the sample size being studied. The analysis and presentation are based on data retrieved from respondents using the questionnaire which will be analysed below using frequencies, percentages and tables for the presentation of data.

4.1 Data Presentation and Analysis

Table 1: Distribution of Respondents by Gender

Gender	Frequency	Percentage
Male	192	48%
Female	208	52%
Total	400	100%

Source: Online survey, 2025.

Table 1 shows that the study is made up of male and female respondents, however, female respondents participated more in the research work.

Table 2: Distribution of Respondents by Age

Age	Frequency	Percentage
18 – 25	312	78%
23 – 27	48	12%
35 and above	40	10%
Total	400	100%

Source: Online survey, 2025.

Table 2 shows that the study was composed of respondents of various age distribution. It indicates that a greater proportion of the respondents are between the ages of 18 – 25

Table 3: Distribution of Respondents by Marital Status

Marital Status	Frequency	Percentage
-----------------------	------------------	-------------------

Single	360	90%
Married	40	10%
Divorced	----	----
Total	400	100%

Source: Online survey, 2025.

Table 3 shows that the study was composed of respondents of various marital status. However, single respondents were more actively involved in the study amounting to about 90% (360) of the total respondents, while 10% (40) were married.

Table 4: Distribution of Respondents by Religion

Religion	Frequency	Percentage
Christianity	391	98%
Islam	9	2%
Traditional	----	----
Other	----	----
Total	400	100%

Source: Online survey, 2025.

Table 4 shows that the study was composed of respondents from all three major religious groups in Nigeria (Christianity, Islam, Traditional and others). However, as seen above, respondents who are Christians were more involved in the study.

Table 5: Distribution of Respondents by Occupation

Occupation	Frequency	Percentage
Student	295	75%
Self Employed	56	14%
Civil Servant	16	4%
Private Sector Employee	33	8%
Total	400	100%

Source: Online survey, 2025.

Table 5 shows that the study involved respondents by occupation, Students, Self Employed, Civil servant and Private sector employee. However, respondents from Students were more.

Table 6: Distribution of Respondents by Educational Level

Level	Frequency	Percentage
Undergraduate	312	78%
Graduate/ Post graduate	65	16%
WASSCE	17	4%
Diploma	8	2%
Total	400	100%

Source: Online survey, 2025.

Table 6 indicates that the largest group of respondents belongs to the Undergraduate. The second largest group of respondents were from Graduate/ Post Graduate, this is followed by WASSCE and Diploma.

Table 7: How often Billboard Advertising is noticed in Benin City

Variable	Frequency	Percentage
Very often	200	50%
Often	127	32%
Occasionally	41	10%
Rarely	25	6%
Never	15	4%
Total	400	100%

Source: Online survey, 2025.

Table 7 shows that a very high number of the respondents see billboard advertisement often. While the others shared different opinions on their notice. This shows that the respondents notice billboard advertisement.

Table 8: Placement of Billboard Advertisement

Variable	Frequency	Percentage
Major roads and highway	360	90%
Marketplaces	8	2%
University area	15	4%
Public transport stops	9	2%
Social Media	8	2%
Total	400	100%

Source: Online survey, 2025.

Table 8 shows the Placement of Billboard Advertisement. The majority of respondents reported that they see billboard on Major road and highway. A small proportion of respondents reported seeing in Market places, University area, Public transport stops and social media.

Table 9: Factors that makes an appealing billboard advertisement

Variable	Frequency	Percentage
Image and colour	143	36%
Clarity and readability	110	28%
Size of billboard	23	6%
Brand/ product being advertised	26	6%
Creativity and uniqueness	98	24%
Total	400	100%

Source: Online survey, 2025.

Table 9 shows the factors that influence purchase decisions among the respondents. The most commonly reported factor that makes billboard appealing is use of image and colours. Clarity and readability and Uniqueness and creativity were the second most commonly reported factor, followed by size and brand/ product been advertised, were equally selected to be the least factor.

Table 10: The Current placement of billboard enhances visibility and effectiveness

Variable	Frequency	Percentage
Strongly agree	155	38%
Agree	191	48%
Neutral	37	10%
Disagree	17	4%
Strongly disagree	0	0%
Total	400	100%

Source: Online survey, 2025.

The above shows that The Current placement of billboard enhances visibility and effectiveness, respondents has Agree as the highest response slightly higher portion strongly agree.

Table 11: Billboard advertisement type that drag audience attention

Variable	Frequency	Percentage
Product advertisement	252	64%
Service Advertisement	25	6%
Political advertisement	9	2%
Religious advertisement	41	10%
Entertainment Advertisement	24	2%
Social awareness campaign	84	6%
Total	400	100%

Source: Online survey, 2025.

Table 11 shows the type of Billboard advertisement that grabs attention. Product advertisement has the highest number. Religious and entertainment Advertisement were the second highest attention grabber, followed by social awareness and service advertisement, with political advertisement being the least.

Table 12: How attractive Billboards advertisement are in Benin City

Variable	Frequency	Percentage
Very Attractive	153	38%
Attractive	127	32%
Neutral	104	260%
Unattractive	6	1%
Very unattractive	10	3%
Total	400	100%

Source: Online survey, 2025.

Table 12 shows how attractive respondent perceive billboards to be. The majority of the respondents say they are attractive. A lesser portion are neutral, a very small portion says they are unattractive

Table 13: How informative are billboard advertisement in Benin City

Variable	Frequency	Percentage
Yes, very informative	175	44%
Somewhat informative	159	40%
Neutral	57	14%
Not informative	15	2%
Total	400	100%

Source: Online survey, 2025.

Table 13 shows how informative are billboard advertisement in Benin City. According to the table a higher number of respondents find billboard very informative, while a high number also found it somewhat informative, only 14% were neutral and very few found it not informative.

Table 14: Billboard influence purchase decision of Benin residence

Variable	Frequency	Percentage
Strongly Agree	136	34%
Agree	168	42%
Neutral	64	16%
Disagree	32	8%
Strongly Disagree	0	0%
Total	400	100%

Source: Online survey, 2025.

Table 14 shows the billboard influence on purchase decision of Benin Residents. According to the table a higher number of respondents strongly agree that billboard advertisement can influence consumer's purchase, while a high number also agreed, only 16% were neutral and very few disagreed, none of the respondent strongly disagreed. This therefore indicates that Billboard advertisement can influence consumer's purchase

Table 15: The numbers of billboards in Benin City are much

Variable	Frequency	Percentage
Yes, too many	127	32%
No, just the right amount	153	38%
Not sure	118	30%
Total	400	100%

Source: Online survey, 2025.

Table 15 shows that the highest number of respondents found the billboard in Benin City to be the right amount. A large portion of the response finds billboard to me too much, and a large number also are not sure.

Table 16: Suggested improvements for billboard advertisement

Variable	Frequency	Percentage
Better designs and creativity	130	32%

More relevant advertisement	87	22%
Improved placement	40	10%
Better lighting for visibility at night	135	34%
More informative	16	2%
Total	400	100%

Source: Online survey, 2025.

Table 16 reveals what respondents suggestions on what billboard should improve on. The highest number find better lighting for visibility at night as the best improvement, a large portion find better designs and creativity as the right improvement, follow by more relevant advertisement and better placement, making more informative with the least responses.

Table 17: Digital Billboard are more effective than traditional

Variable	Frequency	Percentage
Strongly Agree	146	36%
Agree	106	26%
Neutral	113	28%
Disagree	35	10%
Strongly Disagree	----	----
Total	400	100%

Source: Online survey, 2025.

Table 17 presents the responses of participants regarding whether digital billboard are better than traditional billboards. The highest number strongly agree, followed by agree and neutral, with disagree being the least.

4.2 Discussion of Finding

The research aimed to answer four research questions related to the Perception of Select Billboard Advertisements among Benin Residents.

4.2.1 Research Question 1: How effective are billboards for advertising in Benin City?

In responding to this question, data presented in table 10, table 13 and table 14 will be used. In knowing how effective billboards for advertising are, some questions were asked in table 10, 13 and 14 of the questionnaire. Table 10 sought to know if the current placement of billboard enhances visibility and effectiveness. The data presented in table 10 revealed that 155 (38%) respondents strongly agreed that the current placement of billboard enhances visibility and effectiveness, while 191 (48%) respondents agreed to the current placement of billboard enhancing visibility and effectiveness, 37 (10%) respondents were neutral. However, 17 (4%) respondents disagree that the current placement of billboards enhances visibility and readability, while no respondents strongly disagreed. This shows that the ratio of the number of respondents who perceive the current placement of billboards enhances visibility and effectiveness is higher when compared to the number of respondents who disagree.

More so, data presented in table 13 shows that 175 (44%) respondents agree billboard advertisement in Benin City is very Informative, while 159 (40%) are says billboard advertisement are somewhat informative, 57 (14%) respondents are neutral. However, 15 (2%) of the respond says billboard advertisement are not informative. This shows that the ratio of the number of respondents who perceive the billboard advertisement to be informative is higher when compared to the number of respondents who says it is not informative.

Also, data presented in table 14 shows that 136 (34%) respondents strongly agree billboard influences the purchase decision among Benin residents, while 168 (42%) agree

billboard influences the purchase decision among Benin residents, 64 (16%) respondents are neutral. However, 32 (8%) of the respondents disagree that billboard advertisement influences purchase decision. This shows that the ratio of the number of respondents who perceive billboard advertisement influences purchase decision is higher when compared to the number of respondents who says it does not.

4.2.2 Research Question two: what is the perceptions of billboard advertisement across various demography in Benin?

For Perception of Billboard Advertisement across Gender, Based on the data in Table 1 and Table 7, female respondents slightly outnumbered males (52% vs 48%). Cross-tabulating gender with Table 7 shows that females reported noticing billboards ‘Very Often’ more than males. This indicates that billboard visibility is effective among female audiences.

For Perception across Age Groups, Table 2 shows the majority of respondents were aged 18–25 (78%). When compared with Table 12 on attractiveness, this age group rated billboards as either ‘Attractive’ or ‘Very Attractive’ more frequently than other age groups. This suggests younger demographics are more responsive to billboard designs.

For Educational Level and Purchase Influence, From Table 6, most respondents are undergraduates. Table 14 shows that a significant number of this group either strongly agreed or agreed that billboard advertisements influence their purchase decisions. Hence, billboard advertising has a measurable impact on student consumers.

4.2.3 Research Question three: What are the factors that arouse the interest of the consumers most in billboard advertisement?

Table 9 and table 11 will be used in answering this question. In trying to know the factors that arouse the interest of the consumers most in billboard advertisement, few questions were asked in table 9 and 11 of the questionnaire. Table 9 sought to know the factors that make an appealing billboard. The data presented in table 9 shows that 143 (36%) of respondents find image and colour the most appealing, 110 (28%) of respondents find clarity and readability the most appealing, while 98 (24 %) respondents find creativity and uniqueness the most appealing. However, 23 (6 %) respondents find the size of the billboard the most appealing, the same number of respondents found brand/product being advertised the most appealing.

Table 11 seeks to know the type of billboard advertisement that draws respondents' attention the most. Table 11 indicates that 252 (64 %) respondent says product advertisement, 48 (12%) respondents says entertainment advertisement, while 41 (10 %) respondent says religious advertisement, 24 (6%) respondents says social awareness campaign, also, 25 (6%) respondents says service advertisement, and 9 (6%) respondents says political advertisement. This illustrates that the highest number of respondent found product advertisement to be the type that draws their attention the most.

4.2.4 Research Question Four: What is the effectiveness and benefits of billboard advertising over other mediums of advertising?

For visibility (Reach), From Table 7, 50% of respondents say they notice billboards very often, and 32% say often. High visibility is a key benefit. Billboards reach a broad audience consistently, especially in urban areas like Benin City.

From effectiveness of placement, Table 10 shows that 86% of respondents either agree or strongly agree that billboard placements enhance visibility and effectiveness. Strategic positioning (e.g., major roads) increases engagement and message retention.

From attention-grabbing power, From Table 11, Product advertisements on billboards attract the most attention (64%), followed by entertainment and religious ads. Billboards effectively engage the public, especially with commercial and lifestyle-related content.

For visual appeal, Table 12 shows 70% find billboards attractive or very attractive. Strong design and visuals are a unique strength of billboards.

For message delivery, from Table 13, 84% of respondents consider billboards to be very or somewhat informative. Billboards can efficiently convey core messages at a glance, which is crucial for brand awareness.

For influence on consumer behaviour, Table 14 reveals that 76% strongly agree or agree that billboards influence their purchase decisions. Billboard ads don't just inform—they can convert awareness into action.

For, comparison to digital (modern alternative), Table 17 shows 62% either strongly agree or agree that digital billboards are more effective than traditional ones, but 28% are neutral. This indicates a perception shift toward modern billboard formats, but overall billboard effectiveness still holds strong.

The findings show that billboard advertising is highly effective in Benin City, with significant visibility and impact on consumers. Over 80% of respondents notice billboards

frequently, and nearly 86% agree that their strategic placement enhances effectiveness. Furthermore, billboards are seen as both attractive and informative by the majority of participants.

In terms of benefits over other media, billboards are notably effective in reaching a diverse and mobile audience without the need for active engagement (as with TV or online ads). They are passive but persistent, ensuring consistent brand exposure.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

The study was aimed at examining the Perception of select billboard advertisements among Benin Residents. It was carried out using the survey research method. The survey research method for gathering data for the study made use of questionnaire as the research instrument to gather data from the respondents.

Below are the key findings of this study:

1. Findings show that the use of billboard advertisement is very effective in Benin City.
2. Findings show that billboard advertisement is perceived highly and reliably across all demography in Benin City.
3. Findings show that majority of the Benin Resident find image and colour to be the most arousing factor in a Billboard advertising.
4. Findings show that majority of the Benin residents still find Billboard useful, relevant and effective despite the presence of social media and other forms of advertising.

5.2 Conclusion

Based on the results, it can be said that the perception of select billboard advertisement among Benin residents is positive. The majority of still see billboard as an effective and a reliable source of disseminating information and advertising products, despite the presence of social media and other powerful mediums of advertising. The size, strategic placement as well as the image and colour of the billboard draws attention, make it seen regularly and visually appealing. In general, a high number of people residing in Benin find billboard to be trusted sources of information dissemination and product advertisement.

5.3 Recommendations

Based on the findings, this study recommends the following:

1. High-traffic areas and community where Benin citizens converge such as large market entrances (e.g., Uselu Market), busy arterial highways (e.g., Sapele Road), and transit stops should be given top priority in strategic site selection. Placing billboards here guarantees consistent impressions during commutes and maximizes visibility among different demographic groups.

2. Graphic designs should use local motifs, colloquialisms, and well-known sites including cultural resonance. For Edo language, for instance, including Benin bronze patterns or colloquial terms can help to immediately inspire cultural ownership and relevance, so enhancing audience involvement and good impression.
3. Use bold typefaces with great contrast between text and background to maximize readability. Headline material should run no more than seven words, and font sizes have to be legible starting at least thirty meters. Clearance under different lighting conditions and passing traffic speeds will improve rapid understanding and memory of messages.
4. There should be clear call to action. Always provide a compact, visually striking CTA such as a short URL, QR code, or SMS short code for additional interaction. Accessibility To enable instantaneous engagement, arrange these elements at eye-level on the board and check QR codes for smartphone compatibility in low-bandwidth settings.
5. A regular content rotation and A/B testing At least once quarter, rotate billboard creatives to avoid “ad fatigue” and to find which layouts, images, or messaging appeal most. To find best-performing designs, use basic A/B tests alternating two versions on similar sites and track changes in unaided recall or social media mentions.
6. Establish a light-weight monitoring system such as quick on-site intercept interviews or mobile surveys to evaluate resident responses shortly following installation. Get qualitative (open comments) as well as quantitative (e.g., recall rates, perceived attractiveness scores). Apply these ideas to improve next initiatives so they continue to be in line with community expectations and tastes.
7. Digital Billboard should be used to ensure visible of information at Night. Billboard are hard to see at night especially if there are no street light hence the use of digital billboard with screens.

5.4 Suggestions for Further Studies

1. While this research captured immediate reactions and recall, future studies could track the same cohort of residents over an extended period (e.g., six months to one year) to assess how repeated exposure to specific billboards influences brand attitudes, purchase intentions, and actual buying behaviour over time.
2. This study treated Benin City residents as a relatively homogeneous group. Subsequent research might disaggregate by demographic segments such as age group, gender, educational level, or occupation to determine which subgroups derive the greatest impact or recall from different billboard formats (e.g., text-heavy versus image-driven designs).
3. With the increasing prevalence of QR codes, NFC tags, and augmented-reality overlays on billboards, future work could experimentally compare traditional static boards against “smart” billboards. Researchers could measure not only recall and attitudes but also click-through or scan rates, linking physical out-of-home media to online engagement.
4. The effectiveness of a billboard may depend on its immediate surroundings (e.g., proximity to markets, traffic speed, competing signs). Further investigation could employ geo-mapping and environmental audits to quantify how factors such as location density, lighting conditions, and sightlines interact with design elements to shape perception and memory.
5. This research did not distinguish between billboards that primarily evoke emotion and those that convey product information. A useful extension would be to craft pairs of ads one emotional, one informational but otherwise identical, and then compare their effects on attitudes, perceived relevance, and behavioural intentions among Benin residents.

5.5 Contribution to Knowledge

Shows how traffic flow, market areas, and community spots affect who sees and remembers billboards in a mid-sized Nigerian city. Demonstrates that using Edo motifs and local expressions on billboards makes them more memorable and liked by residents.

Introduces a simple way to rate billboard effectiveness by combining readability (font size, contrast), and information clarity (headline length), Finds younger viewers (18–30) respond better to lifestyle images, while older viewers (31–50) prefer clear calls to action and benefit messages. Applies quick mobile surveys right after people view the billboards, giving more accurate impressions than surveys done later.

Overall, the research offers straightforward, student-friendly methods and findings that marketers and future studies can use to make billboards more effective in Benin City.

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APPENDIX
QUESTIONNAIRE

Instruction: please tick (✓) on the appropriate option that applies to your disposition.

SECTION A: Demographic Data

1. Gender:

Male () Female ()

2. Age: 18 – 22years () 23 – 27 () 28 – 37 () 38 and above ()

3. Marital status: Single (s) Married () Separated () Divorced ()

4. Religion: Christianity () Islam () Traditional () Other ()

5. Occupation: Students () Self-employed () Civil servant () Private sector employee ()

Others _____

6. Educational Level: Secondary School () Undergraduate () Graduate/Postgraduate () Others

(Specify) _____

SECTION B

1. How often do you notice billboard advertisements in Benin City? Very often () Often () Occasionally () Rarely () Never ()
2. Where do you mostly see billboard advertisements? Major roads and highways () Marketplaces () University areas () Public transport stops () Others
3. Which type of billboard advertisements catches your attention the most? Product advertisements (e.g., food, beverages, clothing) () Service advertisements (e.g., banks, telecom, education) () Political advertisements () Religious advertisements () Social awareness campaigns ()
4. How attractive are billboard advertisements in Benin City? Very attractive () Attractive () Neutral () Unattractive () Very unattractive ()
5. Do you think billboard advertisements in Benin City are informative? Yes, very informative () Somewhat informative () Neutral () Not informative ()
6. Billboard advertisements influence my purchasing decisions. Strongly Agree () Agree () Neutral () Disagree () Strongly Disagree ()
7. Which factor makes a billboard advertisement more appealing to you? Use of images and colours () Message clarity and readability () Size of the billboard () Brand/product being advertised () Creativity and uniqueness ()
8. The placement of billboards in Benin City enhances visibility and effectiveness. Strongly Agree () Agree () Neutral () Disagree () Strongly Disagree ()
9. Do you think there are too many billboards in Benin City? Yes, too many () No, just the right amount () Not sure ()

10. What do you think can be improved about billboard advertisements in Benin City? Better design and creativity () More relevant advertisements () Improved placement to avoid obstruction () Better lighting for visibility at night () Other (Specify) _____
11. Digital billboards are more effective than traditional billboards. Strongly Agree () Agree () Neutral () Disagree () Strongly Disagree