

	<p>Annals of Social Sciences and Perspective</p> <p>ISSN (Print): 2707-7063, ISSN (Online): 2788-8797 Volume 3, Number 2, July -December 2022, Pages 283-295 Journal homepage: http://assap.wum.edu.pk/index.php/ojs</p>
---	---

Public Perception and Attitude towards Transit Advertisement as Outdoor Media Platform: Investigating Age and Gender-based Associations

Shahzad Ali^{1*}, Ahmer Safwan², Ali Abul Hassan³

¹ Professor, Department of Communication Studies, Bahauddin Zakariya University, Multan-Pakistan

² Research Scholar, Department of Communication Studies, Bahauddin Zakariya University, Multan-Pakistan
 ahmersafwan@gmail.com

³ Lecturer, School of Creative Arts, University of Lahore, Pakistan, ali.hassan@soca.uol.edu.pk

*Corresponding Author's Email: shahzadmsscmm@bzu.edu.pk

ARTICLE DETAILS	ABSTRACT
<p>History:</p> <p>Received: December 17, 2021 Accepted: December 30, 2022</p> <p>Keywords:</p> <p>Public perception Transit advertising Attitude Outdoor advertising Car advertising Bus advertising</p> <p>DOI:</p> <p>10.52700/assap.v3i1.127</p>	<p>The study was primarily designed to explore public perception and attitude towards transit advertisements in Pakistan. The population of this study comprised of passengers who travel outside of Multan city. The data was collected through a survey (questionnaire) which was designed after the observation of advertisements by the researchers. A total 400 of passengers, who were waiting for the departure in the passenger's lounge of intercity bus terminals, filled the questionnaire including both males and females, ages ranging from 18 years to onwards. Perception of passengers was explored in association with the age group regarding various aspects of transit advertisements in terms of liking, reliability, beautification, economic value, society norms, joy, and entertainment source. The results demonstrated that people having different ages perceived transit advertisements differently in all dimensions. The second objective of the study was to explore appealing attitudinal factors and their association with gender regarding attention, understanding, buying, novelty, and recalling of advertisements, results revealed that both males and females had different attitudes towards all aspects. The study also found significant associations between 'product buying and authenticity' and 'perceived novelty and recall of transit advertising.</p> <p style="font-size: small;">© 2021 The Authors, Published by WUM. This is an Open Access Article under the Creative Common Attribution Non Commercial 4.0</p>

1. Introduction

In this rapidly changing world, technology has become a vital element in every marketing campaign which is why somehow it is getting very difficult for advertisers to sell their products and services due to the abundance of multiple mediums like television, radio,

interactive installations, and visual displays, etc. These mediums provide diverse information to the people in a society (Abideen & Latif 2011). Advertisers are trying their best to target people but at a massive level, so for products and services promotion, they are now dependent on various technological gadgets along with traditional tools of advertising such as newspapers, billboards, magazines, television, and radio. It provides them an opportunity to increase both, the sales volume of products and the company's reputation in the market. The clutter of traditional advertising mediums has restricted manufacturers to gain the attention of the public towards transit media therefore they are unable to change public perception and behaviors towards advertised products and services (Abideen & Saleem, 2011).

Transit advertising media comes under the realm of out-of-house advertising which includes advertisements wrapping or posters on buses, trains, taxicabs, automobile vehicles and in the surroundings of bus terminals or stations (Arens, 2005). The medium of transit advertising has a historical background and it's been started to be used by advertisers at the end of 1895 in 54 cities in America and almost 9000 vehicles' exteriors were wrapped with the advertisements. While in the 1990s, there were 14,000 vehicles with advertisements in 93 cities in the US (Krugman, Leonard, Watson & Barban, 2009). Belch and Belch (2014) noticed a rapid increase in expenditures on transit advertising from 1972 to 1976 which was almost \$43 million to \$225 million. Transit advertising media has progressed continuously and now expanded over to versatile formats and varieties such as the installation of visual displays on the interior & exterior of vehicles and digital advertising billboards on bus terminals and airports (Roux, Van der Waldt & Ehlers, 2013). According to Du, Van, Cook and Van (2010), transit advertising is comprised of three different types in terms of placement such as posters inside the buses and trains, cars/taxis, outside wrapping posters on the sides, roofs and backs of buses, trains, cars and floor displays on subway stations and airports. It can be said that the placing of advertisements on vehicles communicates the message to a bigger and scattered audience and sometimes target regular users of public transportation. Due to the mobile flexibility element, transit mediums can be used to target those people that advertisers desire. Most commonly buses deliver the message to passengers and people moving on the road. On the other hand, trains have specific routes, but mini taxis and cars move out of boundaries and can freely move anywhere, therefore advertisers can utilize every medium according to their products and target areas (Du Plooy, 2012).

1.1. Problem Statement

Mostly, the recent studies about advertising were conducted to measure traditional advertising effectiveness such as billboard advertising and a variety of print and electronic advertising mediums (Woodside, 1990; Donthu, Cherian & Bhargava, 1993; Nagel & Luow, 2004; Wilson & Till, 2011), while no academic research explored the perception of public regarding transit advertising media. In the Pakistani context, outdoor advertisements on billboards and posters have been investigated by several scholars but the concept of transit advertisement is novel in the socio-cultural fabric of Pakistan. Advertisers are spending huge amounts to place messages on public and private vehicles as well as intercity bus terminals have been wrapped with advertisements which are known as static transit advertisements. It is pertinent to mention here that the phenomenon of transit advertisement in developed countries is of utmost importance and found sufficient attention in the literature but in the underdeveloped society such as Pakistan, it has not been observed by scholars. Hence, the study has been designed to explore the perception and attitude of the public towards transit advertisements along with their age and gender-based associations which either make this medium effective or ineffective for the public.

The present study is most significant because it will provide advertisers an opportunity to know about public perception and attitude which will facilitate the designing of advertising

policies. Advertisers must know about the general thoughts of people so that they could be effective to deliver a message (Shimp & Andrews, 2013). Otherwise, the product's advertising will be failed to achieve the objective that the advertiser desires. Furthermore, this research will fill an apparent gap in the literature because the issue has been less investigated academically by scholars.

1.2. Research Question

The study has been designed to answer the following questions

1. How transit advertising will be perceived by respondents of different ages?
2. What kinds of attitudes do males and females have towards transit advertisements?
3. Is there any significant relationship between product buying and the authenticity of transit advertising?
4. Is there any association between perceived novelty and recall of transit advertising?

1.3. Hypothesis

H₁. People having different ages will perceive various features of transit advertisements differently.

H₂. Both males and females will have different attitudes towards transit advertisements.

H₀. There is no significant relationship between product buying and the authenticity of transit advertising

H₃. There is a significant relationship between product buying and the authenticity of transit advertising.

H₀. There is no association between perceived novelty and recall of transit advertising.

H₄. There is an association between perceived novelty and recall of transit advertising.

2. Literature Review

Public perception towards advertising is the psychological processing of information that they found on multiple mediums and interprets that information according to their mindsets, demographics, psychographics and field of experience while their attitude is a predisposition toward certain acts (Brassington & Pettitt, 2000). Advertising perception and attitude of individuals are also dependent on the volume and frequency of advertisements. Almost one million advertising messages are seen by every individual in a year, but tetherless and interpret very few messages about their interests and desire (Godin, 2014). Usually, individuals' perceptions and attitudes towards advertising form due to its relevance with their interests, needs, expectations, desires, and objectives (Barban, 2012). That is why advertisers alternate advertising policies from time to time to change negative perceptions and attitudes which they get to know through marketing research (Hashim, 1985). Karlsson Kälvehed and Sköld (2014) conducted a detailed (qualitative & quantitative) research study in Sweden to explore Generation-X & Generation-Y perceptions about advertising and the results postulated that ambient advertising technique was significantly perceived and understood by the Generation-X respondents and Generation-Y responded to both ambient and traditional advertising techniques equally effective. Although perception differences are minor, they are significantly different as they demonstrate effective marketing strategies for them. Labrecque and Milne (2012) explored public perception regarding prominent advertising features and revealed that colors, objects and themes of advertisements were successful to gain attraction as they were observed in detail. Therefore, it can be said that a marketing campaign with attractive colors can shape an individual's perception of the advertising message which may be positive or negative also. Prendergast and Hang (1999) measured public perception by

using a sample of 100 respondents about effective advertising features on the exterior of buses and results postulated that overall people had a positive perception and brand element was answered as a dominant feature by almost 80% of respondents.

Transit advertising medium has been studied in the realm of outdoor advertising media by many scholars. Outdoor transit mediums are comprised of bus shelter advertising, static transit billboards and vehicle advertising (Fill, 2009). Static transit media in conjunction with the technology works as a powerful tool due to the use of digital advertising boards, touch screens and visual billboards. In this information era, the use of animations and graphics, and attractive billboards of advertisements are responded as prominent advertising features as they achieve the advertiser's objective too fast (Provantage, 2010). Similarly, audio-visual displays with motion sensors in static transit advertising perceive as attractive features due to a margin of two-way communication. Public perception and attitude towards advertising can be dependent on its placement or location as it needs sufficient exposure to catch the responses of people. Most telecom companies use vehicle advertising due to the element of repetitive exposure and targeting of geographically spread areas. Few advertisers use both outdoor advertising the transit advertising media to achieve maximum results. In such cases, advertising messages are placed on mobile vehicles along with the bus shelters and bus stops (Du Plooy & Du Plessis, 2011).

Another research on the airport was conducted by Wilson and Till (2008) in a qualitative sphere of ethnography to gauge transit advertising effectiveness concerning individuals' perceptions and attitudes. He found five general themes and suggested using them with shorter messages in advertising campaigns for the effective delivery of messages. Roux (2014) explored the perception and attitude of 400 respondents towards car advertising and found two elements recall and recognition positively correlated. Furthermore, a successful correlation was established between general advertising and transit advertising media. The same element of advertising recall was found by Veloutsou and O'Donnell (2005) in their exploratory research on taxi advertising to measure the feelings and attitudes of taxi passengers. Therefore, taxi advertising was proved as an effective and powerful medium for commuters, so it was suggested for advertisers consider these results while designing advertising campaigns. A higher frequency of advertising messages enables individuals to recall more advertisements which formulate positive attitudes of consumers (Berneman & Kasparian, 2003). Gray (2008) suggested using transit advertising with traditional advertising mediums of newspapers, television, mobile phones and radio to obtain feedback from consumers which produced effective results in terms of positive attitudes of individuals. DePriest (2014) investigated the effectiveness of bus shelter advertising and found that commuters had positive perceptions and attitudes as they use this medium in routine which provides them a chance to recognize and recall those advertisements. Teptong (2007) conducted a survey on BTS and MTS stations in Bangkok to examine the attitude of passengers towards station advertisements and found this static transit as an effective medium, because the passengers had a positive attitude towards this advertising, and it forced them to reinforce existing attitudes.

Transit advertising mediums can be perceived differently by consumers. Du Plooy (2012) measured public perception and attitude about taxi advertising from 360 respondents by using stratified sampling in the region of South Africa and the results of the study demonstrate that individuals had strong & positive feelings about this medium and they found taxi advertising quite entertaining. Overall perception and attitude were found positive as people liked to look at them and further moved towards buying products and services. Similarly, West, Kover, and Caruana, (2008) found the medium of transit advertising to be novel and creative among the people. A huge number of respondents answered that it is a relatively new medium and

interestingly transmits messages. Therefore, creative formats and mediums grab the immediate attention of the public. Eun & Kim (2009) also argued that people had perceived this medium positively. Medium of transit advertising was investigated as outdoor advertising a few years ago e.g. Osborne and Coleman (2008) discussed public attitude with respect to outdoor advertising awareness and the results were significant as consumers with a positive attitude could recall more advertisements but they explored individual's attitude generally towards outdoor advertising and they considered transit advertising medium as a form to investigate (Speck & Eliote, 1997). Similarly, advertising placement can also shape individuals' attitudes as advertisements were recalled most that were placed on tri-vision boards as compared to other places. At the same time, creative formats of advertising and their placements on non-traditional mediums shaped the favorable attitude of consumers towards transmitted messages (Dahlén & Edenius, 2007).

Message response involvement theory is most suitable for this study, therefore; it has been selected as a theoretical framework (MacInnis, Moorman & Jaworski, 1991). According to this theory, individuals form their perceptions and attitudes after they interpret, or process advertised information. And information processing depends upon three factors which include motivation, opportunity and ability. Motivation reflects a desire to read a message which can be changed due to the message itself, ad size, or pictures (Schleuder, 1990). Opportunity means situational factors such as distraction or exposure time which can allow and restrict someone to interpret the advertised message. While ability is comprised of people's skills and proficiencies to process messages or information.

3. Research Methodology

The survey research method has been adopted according to the nature of the study. Survey research enabled researchers to obtain responses from participants regarding their perception and attitude towards transit advertisements.

3.1. Population and sampling

In light of this research, moving passengers inside and outside of Multan city were considered as population and these passengers were both males & females. We selected the respondents through a convenience sampling technique from city bus terminals (Faisal Movers, Daewoo Express) of Multan after getting permission from the concerned authorities. A total of 400 passengers participated in the survey. The reason for selecting passengers as a sample was the probability of their exposure to advertisements placed on bus terminals and the exterior of buses. Therefore, researchers visited these bus terminals at different times and requested the waiting passengers to fill out the questionnaire as they had some time for departure.

3.2. Questionnaire

A mixed strategy questionnaire was designed to collect responses of passengers as it was comprised of 16 statements in which 7 statements were related to general perception regarding transit advertising and 9 statements were structured to measure public attitude regarding various aspects of transit advertisements. Respondents have been asked to answer on a 5-point Likert scale from 'strongly agree' to 'strongly disagree' and 'Yes,' 'No,' and 'To some extent.' Due to the convenience of passengers (general public), the questionnaire was translated by the researcher into the Urdu language so that they can understand all the statements and options.

3.3. Pilot Testing

A pilot study of the questionnaire was conducted before the actual survey to make sure of its validity and understanding by passengers. Therefore, it was filled by the 20 respondents and in light of those responses, researchers modified some questions.

3.4. Operational definitions

Few terms have been used in this study, therefore; they have been operationalized below for better understanding.

3.5. Transit advertising

Transit advertising is comprising those advertising messages which are usually placed inside and outside of mobile vehicles such as buses, cars, taxi-cab, minivans, etc. It has two types which are static transit and moving transit advertising. Static transit includes those advertising billboards, posters, hoardings, and free-standing displays which are placed in the common areas of bus terminals, bus shelters, bus stops, railway stations, and airports. While moving transit advertising includes interior and exterior wraps of mobile vehicles.

4. Results

This section contains all the collected information in the form of descriptive statistics/tables through a survey (questionnaire). Data has been entered to SPSS which formed tables and analyzed responses statistically. The formulated tables share each statement's responses in percentages and the total sampled respondents on each statement. These tables have been described in detail to clear responses more appropriately. Hypothesis testing has been done by applying statistical tools to generate statistical results.

Table 1: Sample profile

Age Group	Gender		Total
	Male	Female	
18-30	115 (28.75)	81 (20.25)	196 (49)
31-40	107 (26.75)	24 (6.0)	131 (32.75)
41-50	36 (9.0)	29 (7.25)	65 (16.25)
50-above	4 (1)	4 (1)	8 (2)
Total	262 (65.5)	138 (34.5)	400 (100)

The above-mentioned table describes that 400 people participated in the study with almost two-thirds majority of males and one-third of females. Most of the people belong to the age group of 18-30 (49%). 32.75% of people had an age group of 31-40 falls in the age group of 41-50. Only 2% of individuals with the same ratio of 1% male and 1% females were found above 50 years.

Table 2: Individuals' perceptions about transit advertisement and analysis with age group.

Perception aspects	Age group	Yes	No	To some extent	Total	Chi-square	p-value
Liking Advertisements on bus stops and vehicles	18 - 30	14.5	14.25	20.25	49	15.308 ^a	0.018
	31 - 40	12.5	8.75	11.75	32.75		
	41 - 50	4.25	5.25	6.75	16.25		
	50 -above	0	0	2	2		
	Total	31	28.25	40.75	100		
Advertisements on bus stops	18 - 30	11.5	22.75	14.75	49	24.080 ^a	0.001
	31 - 40	11	9.5	12.25	32.75		

and vehicles	41 - 50	6	4.75	5.5	16.25		
are entertaining	50 -above	0	0.25	1.75	2		
	Total	28.5	37.25	34.25	100		
Advertisements	18 - 30	13.5	23.75	11.75	49		
on bus stop and	31 - 40	9.25	13	10.5	32.75		
vehicle is waste	41 - 50	5	7.25	4	16.25	9.558 ^a	0.145
of resources	50 -above	0	1.75	0.25	2		
	Total	27.75	45.75	26.5	100		
Influence	18 - 30	18	16	15	49		
people towards	31 - 40	10.5	12.25	10	32.75		
unnecessary	41 - 50	1.5	9.75	5	16.25	33.256 ^a	0.000
buying	50 -above	1.75	0.25	0	2		
	Total	31.75	38.25	30	100		
Contradiction	18 - 30	16.5	20.25	12.25	49		
with the	31 - 40	9	14.5	9.25	32.75		
cultural aspects	41 - 50	5.5	5.5	5.25	16.25	8.131 ^a	0.229
of society	50 -above	0.25	0.5	1.25	2		
	Total	31.25	40.75	28	100		
Enhance	18 - 30	18	16.5	14.5	49		
beautification	31 - 40	15.5	9.25	8	32.75		
of vehicles and	41 - 50	7	5.75	3.5	16.25	9.050 ^a	0.171
terminals	50 -above	1.5	0.5	0	2		
	Total	42	32	26	100		
Advertisements	18 - 30	14.75	17	17.25	49		
on terminals	31 - 40	14.25	10.5	8	32.75		
and vehicles	41 - 50	6.75	6.25	3.25	16.25	8.366 ^a	0.212
are authentic	50 -above	0	0.75	1.25	2		
	Total	35.75	34.5	29.75	100		

SA= Strongly agree, A= Agree, N= Neutral, D= Disagree, SD= Strongly Disagree

The above table demonstrates the public perception of various elements or features of transit advertisements. A major part of respondents answered 'Yes that ultimately shaped their perception positive, general liking towards advertisements was associated with age group ($p=0.018$) of individuals. People found transit advertising entertaining and it became a source of joy and pleasure differently for people of all ages ($p=0.001$). Although many people considered this medium just a waste of economic resources and statistical results were not significant in this area as the value of Chi-square was found (9.558^a) and ($p=0.145$). Survey results show that a significant number of respondents denied the statement of unnecessary influence towards product buying which shaped their perception positively irrespective of age since Chi-square was calculated (33.256^a) and ($p=0.000$). In response to the perception of the cultural aspect of society, a great part of individuals did not find transit advertising as contradicted the social and cultural norms while these results were not found significantly associated with the age group of respondents ($p=0.229$). The majority of individuals perceived that advertising on vehicles enhances their beautification and has a great part in

creating their authenticity but the association with different ages could not get proved as significant values were found ($p=0.171, 0.212$) respectively.

In light of the above results, we can say the perception of different age groups about transit advertising was not found similar to Chi-square and significant results have shown coherently. Therefore, the first assumption which predicted difference in public perception with respect to the age group has been approved.

Table 3: Individuals' attitudes towards transit advertisement and analysis with gender.

Altitudinal aspects	Gender	SA	A	N	D	SD	Total	Chi-square	p-value
Frequently observe terminals and vehicles advertisements	Male	8	20	21	10.7	5.75	65.5	13.005 ^a	0.011
	Female	8	11.25	10	2.5	2.75	34.5		
	Total	16	31.25	31	13.25	8.5	100		
I can Interpret advertisements in available time	Male	17	13.25	23.2	5.25	6.75	65.5	17.740 ^a	0.000
	Female	14	9.5	6.75	3.25	1	34.5		
	Total	31	22.75	30	8.5	7.75	100		
According to me concept of transit advertising is novel	Male	19.75	19.5	8	15.75	2.5	65.5	14.935 ^a	0.005
	Female	19	10.75	8.75	6.75	1.75	34.5		
	Total	26.25	30.25	16.75	22.5	4.25	100		
I usually buy products based on transit advertising	Male	2.75	6.25	22.75	21.5	12.25	65.5	14.146 ^a	0.007
	Female	2	3.5	14	5.5	9.5	34.5		
	Total	4.75	9.75	36.75	27	21.75	100		
Transit advertising is more persuasive than other forms	Male	17.5	25.25	6	13.5	3.25	65.5	25.382 ^a	0.000
	Female	4.25	10.5	8	9.75	2	34.5		
	Total	21.75	35.75	14	23.25	5.25	100		
I feel more confident in buying due to transit advertising	Male	23	18.5	7.75	11.75	4.5	65.5	20.279 ^a	0.000
	Female	8.25	7	9.75	7.25	2.25	34.5		
	Total	31.25	25.5	17.5	19	6.75	100		

	Total	31.25	25.5	17.5	19	6.75	100		
Get true value of money in buying by transit advertising	Male	18	24.5	6.5	10.25	6.25	65.5		
	Female	7.5	9.75	6.75	7.5	3	34.5		
								11.676 ^a	0.020
	Total	25.5	34.25	13.25	17.75	9.25	100		
I often inform others about transit advertisements	Male	20.5	22.25	6.75	11.75	4.25	65.5		
	Female	6.75	11.25	5.25	9.25	2	34.5		
								9.891 ^a	0.042
	Total	27.25	33.5	12	21	6.25	100		
I can recall last ad seen on bus terminals and vehicles	Male	29.25	9.75	17.25	7.25	2	65.5		
	Female	8.5	13	8.75	2.75	1.5	34.5		
								0.366 ^a	0.833
	Total	37.75	22.75	26	10	3.5	100		

SA= Strongly agree, A= Agree, N= Neutral, D= Disagree, SD= Strongly Disagree

Table no.3 reflects individuals' attitudes towards transit advertising, most of the respondents frequently observed advertisements on bus terminals and vehicles, and both male and female factors were found associated statistically ($p=0.011$). Almost one-third majority of people had a positive attitude and both males and females were significantly associated with the interpretation or understanding of advertisements in the available time ($p<0.05$) Almost two-thirds majority of respondents consider transit advertising as a novel medium and few of them moved towards product buying due to advertisements on bus terminals and mobile vehicles, in both of these areas, analysis with gender was found significant ($p=0.005$, 0.007) respectively. Similarly, both males and females were found interrelated ($p<0.05$) with confidence in purchasing due to transit advertisements as they get the true value of money ($p=0.02$) and consider this medium more persuasive than others. The almost two-thirds majority agreed that they often share with others the information that they get from transit advertising and these results were associated with the gender of respondents ($p=0.042$). A significant number of individuals remember the most advertisements seen on bus terminals and mobile vehicles, but no established relationship was proved with respect to males and females as the significance level was found as ($p=0.833$).

The above results statistically explained gender (male and female) and their association with various aspects of transit advertising to explore attitudes. Hence, the second hypothesis of the study which predicted the difference of attitudes of gender has been accepted.

Table 4: Hypothesis testing of a relationship between product buying and authenticity of transit advertisements

Buying		Advertisements on terminals and vehicles are authentic and reliable			Total	Chi-square	p-value
		Yes	No	To some extent			
I usually buy products based on	SA	1.75	1.25	1.75	4.75	19.943 ^a	0.011
	A	5.25	1.75	2.75	9.75		
	N	13.5	11.5	11.25	36.75		

transit	D	10.5	9.5	6.75	27
advertising	SD	4.25	10.5	7.25	21.75
Total		35.5	34.5	29.75	100

SA= Strongly agree, A= Agree, N= Neutral, D= Disagree, SD= Strongly Disagree

Hypothesis H3 of the study dealt with either product buying is dependent on the authenticity of advertising or not and the results indicate that there is an interrelation between product buying and authenticity of transit advertising as the Chi-square value was found $\chi^2=19.943^a$, $p<0.05$ (two-tailed). Thus, our null hypothesis has been rejected while alternate hypothesis H3 has been accepted.

Table 5: Hypothesis testing of an association between perceived novelty and recall of transit advertising

Perceived novelty	Recall advertisements seen most recently on terminals and vehicles			Total	Chi-square	p-value	
	Yes	No	To some extent				
Concept of transit advertising is novel	SA	19.5	2.5	4.25	26.25	31.198 ^a	0.000
	A	14.5	7	8.5	30.25		
	N	10	2.75	4	16.75		
	D	14	1.25	7.25	22.5		
	SD	2.25	0	2	4.25		
Total		60.5	13.5	26	100		

SA= Strongly agree, A= Agree, N= Neutral, D= Disagree, SD= Strongly Disagree

Hypothesis H4 focused on whether on the association between perceived novelty and recall of transit advertising. The results show that there is a significant association between perceived novelty and recall of transit advertising as Chi-square was calculated $\chi^2=31.198^a$, $p<0.05$ (two-tailed). Therefore, the null hypothesis has been rejected and our alternate hypothesis H4 has been accepted.

5. Discussion

The age group of respondents was found significantly associated with a few aspects of perception but side by side, no association was proved regarding beautification of advertisements, authenticity, contradiction with cultural values and age group of respondents as they formed different perceptions. Therefore, it can be said that the first hypothesis of the study which assumed that people having different age groups would perceive various features of advertisements differently, comes true. A great number of respondents perceived transit advertising terms as just a waste of economic resources of the country which shows that this medium is not much effective for them. In response to the attitude factors, it was found that placing advertisements on vehicles provide gained frequent exposure and respondents interpreted those advertisements in available time which further moved them to buy products. In return, they built their confidence as they get the true value of money when buying something based on transit advertising and later inform others too.

The second statement predicted a difference in the attitude of both males and females, so all attitudinal factors were statistically tested with the gender of respondents. Although association in majority areas was found significant it was not found significant between recall of advertisements and gender of respondents, thus it proved the second hypothesis of the study. While the last two assumptions tested the relationship between 'advertising authenticity and buying' and 'perceived novelty and recall of advertisements' both assumptions were found significantly associated.

6. Conclusion

The study aimed to explore the option of transit advertising for 400 passengers including males and females from the ages of 18 onwards. The total sample contained 262 male and 138 female respondents who were selected from the bus terminals of Multan city. Different aspects have been used to explore perceptions about advertisements which are usually placed on bus terminals, the exterior of vehicles, bus shelters/bus stops, etc. The study examined in detail the perception from both positive and negative perspectives. It was found that the medium of transit advertisement was perceived in a positive light as most of the respondents answered in favor of this media. Generally, people liked to look at advertisements wrapped on mobile vehicles and think that it provides them joy and entertainment too. On the other side, they responded that placing advertisements on bus terminals and mobile vehicles has a significant role to enhance their beautification. Most of the passengers perceived this medium as an innovative tool. The dependency of people on this media makes it trustworthy for them. Similarly, few respondents denied the positive aspects of transit advertisements and they were more focused on its negativity. Overall, people had a positive perception and attitude towards various appealing factors of transit advertisements.

References

- Abideen, Z. U., & Latif, A. (2011). Do Brand Extensions Affect Consumer Attitude: An Empirical Experience-With Reference To Pakistani Consumers. *The Journal of Applied Business Research*, vol. 27(2), 19-36.
- Abideen, Z. U., & Saleem, S. (2011). Effective advertising and its influence on consumer buying behavior'. *European Journal of Business and Management*, 3(3), 55-65.
- Arens, W. F. (2005). *Contemporary Advertising (McGraw-Hill/Irwin series in marketing)* (10th ed.). Boston, United States: McGraw-Hill/Irwin.
- Barban, A. (2012). *Advertising role in modern marketing*. 5th ed., New York: The Dryden Press.
- Belch, G. E., & Belch, M. A. (2014). *Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition* (10th ed.). New York, United States: McGraw-Hill.
- Berneman, C., & Kasparian, M. J. (2003), Promotion of cultural events through urban posterage - an exploratory study of its effectiveness. *International Journal of Arts Management*, 6(1), 40-49.
- Brassington, F. & Pettitt, S. (2000). *Principles of Marketing*. 2nd Ed., Harlow, England: Pearson Education Limited.
- Dahlén, M., & Edenius, M. (2007). When is Advertising Advertising? Comparing Responses to Non-Traditional and Traditional Advertising Media. *Journal of Current Issues & Research in Advertising*, 29(1), 33-42. <http://doi.org/10.1080/10641734.2007.10505206>
- DePriest, A. (2014). *Bus Shelters as Shared Public and Private Entities; and Bus Shelter Advertising Contracts (BSACs), a Product and Source of Global Change: an Overview, History, and Comparison* (Master Dissertation). University of New Orleans, Los Angeles, United States. Retrieved May 13, 2018, from <https://scholarworks.uno.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=2945&context=td>
- Donthu, N., Cherian, J., & Bhargava, M. (1993). Factors influencing recall of outdoor advertising. *Journal of Advertising Research*, 33(3), 64-72.
- Du Plooy, A.T. (2012). *A framework for the planning and integration of out-of-home advertising media in South Africa* (Doctoral Dissertation). University of Pretoria,

- South Africa. Retrieved April 29, 2018, from <http://upetd.up.ac.za/thesis/available/etd-04292013-151837/unrestricted/00front>
- Du Plooy, A.T., & Du Plessis, G. (2011). Exploring the effectiveness of minibus taxis as an advertising medium in an emerging market. Proceedings of the Thirteenth Annual International Conference of the Global business & Technology Association, Istanbul, 12-16 July, 757-764.
- Du, P. P. J., Van, H. N., Cook, G., & Van, R. R. (2010). *Integrated marketing communication: A contemporary approach*. Pretoria, South Africa: Van Schaik.
- Eun, H. Y., & Kim, H. S. (2009). An affectability consumer's attitudes toward advertising-based interactive installation in public transportation, Paper presented at the International Association Society of Design Research Conference, 18 - 22 Oct, Seoul, Korea. pp. 99 - 112.
- Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. London: Pearson Education.
- Godin, S. (2014). *Permission Marketing: Turning Strangers Into Friends And Friends Into Customers*. New York: Simon And Schuster
- Graffigna, G. (2010). The concept of engagement: a systematic analysis of the ongoing marketing debate. *International Journal of Marketing Research*, 52 (6), 801-826.
- Gray, J. (2008), How to move into moving media. *Journal of Marketing*, 11(5), 40-41.
- Hashim, Z. (1985). *Organization behaviour*. 3rd ed., Kuwait: That Al-Salasel Press.
- Karlsson, S., Kälvehed, A., & Sköld, M. (2014). *Perception of advertising strategies: -a qualitative study comparing Generation X and Generation Y* (Bachelor Dissertation). Linnaeus University, Sweden. Retrieved May 12, 2018, from <http://urn.kb.se/resolve?urn=urn:nbn:se:lnu:diva-34689>
- Krugman, D. M., Leonard N. R., Watson, S. D., & Barban M. A. (2009). *Advertising: Its Role in Modern Marketing*. Fort Worth: Dryden Press.
- Labrecque, I. L., & Milne, R. G. (2012). Exciting red and competent blue: the importance of color in marketing. *Journal of the Academy of Marketing Science*, 40(5), 711-727.
- MacInnis, D. J., Moorman, C., & Jaworski, B. J. (1991). Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information from Ads. *Journal of Marketing*, 55(4), 32. <https://doi.org/10.2307/1251955>
- Nagel, P., & Louw, S. (2004). Mass media advertisements: Responses to selected advertisements in semi-urban Limpopo. *Communication*, 30(2), 98-113.
- OHMSA. (2013). OOH classification matrix. Out-of-home Media Association of South Africa. Retrieved April 25, 2017, from http://www.ohmsa.co.za/Out_of_Home_Classification_Matrix.pdf
- Osborne, A. C., & Coleman, R. (2008). Outdoor advertising recall: A comparison of newer technology and traditional billboards. *Journal of Current Issues and Research in Advertising*, 30(1), 13-30.
- Prendergast, G., & Hang, C. (1999). The effectiveness of exterior bus advertising in Hong Kong. *Journal of International Consumer Marketing*, 11(3), 33-50.
- Provantage. (2010). *Taxi targeting: using the nerve centre of the township*. Presentation by Provantage Media.
- Roux, T. (2014). The Effectiveness of Car Advertising Media: Perceptions of Generation-Y Consumers. *Mediterranean Journal of Social Sciences*, 5(20), 1877-1887. <https://doi.org/10.5901/mjss.2014.v5n20p1877>
- Roux, T., van der Walddt, D. L. R., & Ehlers, L. (2013). A classification framework for out-of-home advertising media in South Africa. *Communicatio*, 39(3), 383-401. <https://doi.org/10.1080/02500167.2013.837598>

- Schleuder, J. (1990). Effects of commercial complexity, the candidate, and issue vs. image strategies in political advertising”, in Goldberg, M. E., Gorn, G. and Pollay, R. W. (eds.), *Advances in Consumer Research*, vol.17, Association for Consumer Research, Provo, UT, 159-168.
- Shimp, T. A., & Andrews, C. J. (2013). *Advertising Promotion and Other Aspects of Integrated Marketing Communications* (9th ed.). Boston, United States: Cengage Learning.
- Speck, P. S., & Elliott, M. T. (1997). Predictors of Advertising Avoidance in Print and Broadcast Media. *Journal of Advertising*, 26(3), 61–76. <https://doi.org/10.1080/00913367.1997.10673529>
- Teptong, N. (2007). *A Study of the Effectiveness of BTS and MRT Transit Advertising in Bangkok* (Master Dissertation). Srinakharinwirot University, Bangkok. Retrieved May 15, 2018, from http://thesis.swu.ac.th/swuthesis/Bus_Eng_Int_Com/Nikorn_T.pdf
- Timms, C. (2012). *Transit Media: Looking Back — Moving Forward*. OH! News March.
- Veloutsou, C., & O'Donnell, C. (2005). Exploring the effectiveness of taxis as an advertising medium. *International Journal of Advertising*, 24(2), 217–239. <https://doi.org/10.1080/02650487.2005.11072915>
- West, D. C., Kover, A. J., & Caruana, A. (2008). Practitioner and Customer Views of Advertising Creativity: Same Concept, Different Meaning? *Journal of Advertising*, 37(4), 35–46. <https://doi.org/10.2753/joa0091-3367370403>
- Wilson, R. T., & Till, B. D. (2008). Airport Advertising Effectiveness: An Exploratory Field Study. *Journal of Advertising*, 37(1), 59–72. <https://doi.org/10.2753/joa0091-3367370105>
- Wilson, R. T., & Till, B. D. (2011). Effects of outdoor advertising: Does location matter? *Psychology & Marketing*, 28(9), 909–933. <https://doi.org/10.1002/mar.20418>
- Woodside, A. (1990). Outdoor advertising as experiments. *Journal of the Academy of Marketing Science*, 18(3), 29-37.