



Electronic Bill Boards Advertisement and Influence on Viewers Patronage

Nze U. Nze^{1*}, Micheal Ayang Nzan-Ayang²

¹Tansian University Umunya

²University of Cross River State Calabar Nigeria

Corresponding Author: Nze U. Nze; oteh_c@yahoo.com

ARTICLE INFO

Keywords: Electronic Video Billboard Advertising, Consumer Patronage, Twisco Brand, Consumer Behaviour Theory

Received : 5 June

Revised : 23 July

Accepted: 23 August

©2025 Nze, Ayang: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Many advertising experts see electronic video billboards as one of the most effective channels in creating product awareness and consumer patronage for brands that make use of it. This study therefore is set out to determine the role of electronic video billboard advertisement on consumer patronage of Twisco brand of Promassdor. The focus of this study is ascertain how this channel have improved customer patronage of Twisco among Port-Harcourt residents. To examine the extent to which digital billboard advertisement has increased preference of Twisco brand relative to other competing brands in the product category. To achieve the stated objectives, the survey research design was used. The instrument for data collection is the questionnaire. 350 copies of questionnaire were administered, while 348 copies were returned. The sample size of the research work is 350 while the study anchored its theory on Consumer Determinism Theory and Consumer Behaviour Theory. The findings show that electronic billboard advertising can actually create a positive impression for the twisco brand. Through there are many factors that might hinder the effectiveness of electronic billboard like its distracting nature, it was discovered that the digital billboard advertisement can increase preference of twisco brand over other competing brands. The study however recommends that advertisers should embrace this new medium of advertising to reach mobile audience where the benefits of their product could be explained through animations. Also, advertisers should make sure that their messages are simple and easy to understand because of the short time frame needed to peruse the message

INTRODUCTION

Electronic billboards are high-tech versions of the traditional billboards that are often found along high ways and major streets within some cities. Matthew (2019) further defined an electronic billboard as a large or giant screen made up of LED (light-emitting diode) bulbs whose lights are arranged and timed to create static, changing, or full-motion text and images. The main function of this type of billboard is to advertise goods and services or provide announcements or promotions of goods and services to the general public. A single electronic billboard may offer a rotating selection of ads for a single entity, or be used to display advertising for multiple companies on a rotating basis.

Some of the earliest efforts to develop this form of mobile advertising produced results that were somewhat like a theater marquee. Text and simple illustrations that were considered novel, but not particularly cost effective. As technology continued to advance, the development of rare-projection equipment and the ability to control the multiple displays from a central control unit enhanced the quality and range of the displays, while also making them much easier to load and unload. One of the advantages of an electronic billboard is that the advertising no longer has to be static. An advertisement is said to be effective, if it creates a positive impression for a brand, separates the brand from the mind of customers, and influence people to respond in the desired way. Moriarty, Mitchell & Wells (2017:72).

Depending on the source of the imaging on the display, the experience may be somewhat similar to that of watching a commercial on television. However, the visual display may offer something simple, like animated graphics allow the billboard to present a simple ten second message that repeats continually, making it possible for anyone passing by to view the entire message with relatively little effort. In addition to the enhanced options for visual display, companies that operate the billboards can also maximize their return on a single electronic billboard. Since it is possible to display an ever-changing rotation of ads for different clients, one billboard may advertise goods and for several clients throughout the day.

Advertisers sometimes like this approach, since it allows them to purchase a certain amount of advertising time each day, without having to pay for the full use of the board around the clock. While it is likely that the use of electronic billboard advertising will increase over time, there are some obstacles that may limit the use of the medium in some settings. Because many operators of the boards use remote control equipment to load and change displays, some of the regulations that apply to the operation of the billboards themselves. In addition, there is some concern that the movement on an electronic billboard is more distracting for people driving by the displays, a fact that could lead to an increase in vehicle accidents. For this reason, some jurisdictions are likely to impose limits on what intersections and stretches of highways that the boards can placed.

While it is certain that the use of electronic billboard advertising will increase overtime, there are a lot of obstacles that may limit the use of this medium in some settings. An increase in electronic billboard advertising along major roads may cause driver distraction due to the highly conspicuous design

and this could lead to accident. Electronic billboard advertising is unarguably expensive, often its effects are uncertain, and sometimes it takes a while before it makes any impact on consumer's choice. It is for this reason that many companies think it appropriate, occasionally to reduce expenditures on electronic billboard advertising or to entirely wave it. On the other hand, some companies sometimes consider it unnecessary to consider the fact that advertising is not just a current expense or more exercise but an investment. The money spent on advertising a product through the use of electronic billboard will be worth it if the product thrives and conquers the market by meeting the desired taste of consumers who will patronize the product.

Research Questions

The following research questions have been raised to guide the study;

1. How effective is the electronic billboard advertising in positioning Twisco in PH as a beverage?
2. What factors could militate against electronic billboards in PH?
3. What extent does the use of electronic billboard influence residents in PH in patronizing Twisco?
4. What level of exposure do PH residents have to electronic billboard?

LITERATURE REVIEW

Concept of Electronic Billboard

The trend in outdoor advertising is towards digital/electronic billboard. The Digital Billboard Association of the United States of America (2018) defined Electronic/Digital Billboards as roadside displays that alternate advertising messages approximately every 8-10 seconds with approximately 6-8 advertisers utilizing the same location. The medium can accommodate up to 8 advertiser at a contract period. It changes from one user's message to another within the time frame of 8-10 seconds per an advert message. Electronic billboard as an advertising sign exceeding 36m² in advertisement area, which has an electronically controlled, illuminated display surface, which allows all or a portion of the advertisement to be changed, animated or illuminated in different ways. Just like Digital Billboards Association of USA, William shows that an element of animation is embedded in this medium. The scrolling of the texts which turns into motion video gets the attention of the passers-by even when might not need exposure to the messages. Four wind interactive signage, 2010, summarized that this medium is a form of electronic display installed in a public place. The idea which the authors are trying to portray is that electronic billboard has the ability to move picture elements and words from time to time in order to draw and sustain attention of the audience as well as retaining the advert messages. This is achievable through the help of Light Emitting Diode (LED) technology.

What today has metamorphosed into OAAN was OACAN-Outdoor Advertising Contractors Association of Nigeria, born in 1964 with the primary objective of constituting a body to deal with the government. Since only two outdoor companies existed then, big advertisers were brought in to strengthen the body and equip it with more clout. This association remained the official

mouth-piece of the Outdoor Media until the birth of other outdoor operators: NAS, PAN WILMER, Gilbertson, Greenland, etc and the eventual withdrawal of non-outdoor member. The most significant contribution of OACAN to the development of Outdoor Advertising was its strong representation to government as stipulated in the Advertising Bye-Law promulgated by the Lagos city Council in 1965. This is the Bye-Law that has since been adapted wither in whole or with modifications by all the Local Government in Nigeria. Today, OAAN has grown in stature and expanded its scope beyond the single objective of meeting government on regulations that might be inimical to the growth and practice of the industry.

Notwithstanding the seemed super features of digital billboards, many scholars and professionals have spotted many defects of electronic billboards. (Richtel, 2010. P11) in his work "Digital Billboards, Diversions drivers cannot escape", said that "with digital advertisement you share the advertising space with other advertisers as your advert is displayed in the sequence of advertisers for a period of 6 to 8 seconds". In confirmation of Richtel's claims, Arbitron Incorporations, an Outdoor advertising agency affirms that unfortunately competitors might be sharing the same billboard. This means that in the bid to making money, the owners of the medium might not draw the attention of advertisers of products that serve same purpose to use a different location for their advertisement. (Richtel, 2010. P.7) notes that, "the desired behavioural attitude of consumers might not be achieved". This is because competing brand names might be in conflict with the already existing one.

Aside the view of the above authors on space sharing, (new life media, 2008. P.16) in its article called "Digital Billboard" disclosed another defect of electronic billboard saying that "one of the main draw backs of digital billboards is that images are constantly shifting, there is no guarantee that an advertiser's message will be seen by the greatest number of potential consumers..." within the short frame of time (6-8 second). (Richards, 2011. P5) added that apart from constant shifting, digital billboards constantly use energy, which makes them less efficient therefore wasteful and harmful to the environment. (Richtels, 2011) continued those opponents of digital billboard claim that they distract drivers, which presents a safety risk. "This is also a concern for tri-vision billboards, which have cylinders that rotate intermittently, switching displays after several seconds".

Different Types and Sizes of Electronic Billboards

Large Format: These are billboards that offer massive supersize displays and can be made up of 48 sheets or 96 sheets. The large behavior format offers effective coverage nationally, they provide the maximum reach on the most arterial roads and high streets, which means they are ideal option for accelerating brand fame. Some sizes of large electronic billboards are:

- 48 sheet Billboards: it is typically 3 meters high and 6 meters wide. The actual size is 3,048mm x 6,096mm.
- 98 sheet billboards: it is typically 3 meters high and 12 meters wide. The actual size is 3,000mm x 12,000mm.

Small Format: These are billboards often referred to as freestanding 6 sheets, phone kiosks and street hubs. They are usually placed in prime locations to maximize the chance of the passing audience seeing the advert on them, some sizes of small electronic billboard are:

- Convenience 6 Sheets: It is typically 1.7 meters high and 0.6 meters wide. The actual sizes is 1,774mm x 656mm.
- Kiosks: It is typically 0.4 meters high and 0.3 meters wide. The actual size is 450mm x 300mm.
- Street Hub: It is a high-definition screen in key strategic locations. The actual size is 1,080 pixels x 1,920.

Different Digital Billboards in Port Harcourt Metropolis

- There is a huge digital billboard located along Aba Road by the popular Rumumasi Market Junction facing traffic to Port Harcourt opposite Poma Clinici. It measures about 12.5m(W) x 5m(H).
- There is also highly visible digital billboard located along Airport Road by DLK Office, Igwuruta facing traffic to Port Harcourt. It measure about 10m(W) x 5m(H).
- There is another Digital Billboard along Aba Road by Air Force Junction FTF Artillery, shell to Rumuola, Naf Heliport, Stadium, P/H. it measures about 12m(W) x 5m(H).
- There is a Portrait Billboard along Aba Road by Eleme Junction, Port Harcourt, River State, Nigeria. It measures about 7m(W) x 5m(H).
- There is equally a LED Billboard at Mile1 park opposite silver bird Port Harcourt, it measures about 25m(W) x 10m(H).
- There is a Unipole Digital Billboard at Airport Road by Shell location Port Harcourt. It measures about 17.8m(W) x 5.8m(H).

These areas have a record of high vehicular movement connecting different routes, passage of middle to upper working class and upwardly mobile youth corporate workers, residential and professionals. Up to 2,000,000 views per day as established by Google sources. These billboards are strategically place to capture the attention of commuters as it is a region known for heavy commuter activities throughout the day.

History of chocolate, also known as hot cocoa or drinking chocolate, is a heated drink consisting of shaved chocolate, melted chocolate or cocoa power, heated milk or water, and usually a sweetener like whipped cream or marshmallows. Cocoa is one of the major cash crops grown in Nigeria and most Nigerians born in the 50s and 60s would appreciate the value of this and other cash crops to the economy. Nigeria is the fourth largest global producer of cocoa, just behind Ivory Coast, Indonesia and Ghana. It is also the third largest exported agricultural product, with just few figures behind sesame seeds and cashew nuts. It is widely grown in the south-west and south-south regions of the country. Apart from its immense health benefits, cocoa has other benefits long its value chain. The cocoa bean seed is used to produce cocoa butter, and in turn converted into chocolate which when grounded, is regarded as the cocoa beverage. Sadly, despite the huge availability of cocoa in Nigeria, major players in the cocoa

beverage market are largely foreign companies, while local producers continue to play on the fringes.

In Nigeria, it is a tradition that chocolate beverage are used for breakfast, while some people prefer to use it with a mixture of milk to drink tea in the morning, some other people use it in their different offices as a soft drink for visitors. There are other unpopular things that chocolate can be used for, they include:

- i. Toothpaste that prevents mouth odour and cavities: The polyphenols in dark chocolate fight bacteria and other organisms in the mouth. Chocolate helps to get rid of bad breath, tooth decay, and cavities that result from sugars turned into acid. Here is how you use it, add a pinch of cocoa powder to your toothpaste and brush teeth.
- ii. Manure to feed flowers: if you have a garden, feeding your plants with some cocoa will help them sprout. Cocoa is rich in nitrogen and can be used as fertilizer. It also prevents slugs and snails from making their home in your plants. Sprinkle leftover chocolate on your plants.
- iii. Home-made shampoos for healthy hair: cocoa have so many benefits for your hair. It reduces hair loss and prevents damage, dryness and breakage. It does this by locking in moisture and sealing your cuticles. Here's how to make your shampoo, mix cocoa powder, cornstarch and essential oil, this will make your hair look and smell great.
- iv. Make chocolate facials: chocolate has some properties that prevent ageing and revive your face. It can also help you clear blemishes and cleanse your face.

With new technology, advertisers have the chance to be much more creative with their advertising, making unique billboard designs that celebrate not only products but a brand identity as well. The digital billboard advertising can be used in marketing of Twisco in this heavy and highly competitive market among residents of PH by deploying the following: Engaging Visuals: Designing digital billboards is different than a traditional one. Instead of relying on exterior lighting, LED signage is its own light source. This gives marketing teams much more freedom when creating new campaigns since they no longer have to rely on weather conditions and time of day to successfully project their message.

Fonts: Like standard billboards, you'll want to have your fonts readable. The number of options and ease of use can make the choices feel overwhelming, and it's easy to make LED billboards look too crowded. Use simple, easily legible fonts to promote your brand. Larger fonts are easier to read at a distance, and most motorists only have around three to five seconds to catch the message.

Colors: Because they light up themselves, digital billboards can have much more eye-catching colors. However, it's not a good idea to go overboard as there are brightness guidelines that limit how intensely you can shine those LEDs. Using fewer colors is also better than a visual cacophony of shades that are more distracting than alluring.

Images: Nothing makes a statement like an LED billboard. Using exciting still images or animated action, your signs can stand out from the crowd. Again, it's easy to overcrowd your precious ad space, so focus on a singular concept that

can be summed up in one or two pictures. One saint image will make more of a statement than many tiny, cluttered ones. The Digital advantage: Using fonts, colors and images is a good start, but designing effective digital billboards can offer your business much more than static advertising. With access to a wealth of multimedia options, your signs can draw attention to your brand and reach much broader audiences than standard billboards do.

Targeted Marketing: The diversity of billboards gives you the opportunity to focus your ad campaigns on individual markets much more efficiently. A static billboard will show the same message throughout the day, but dynamic LED upgrades can make what is shown on the morning commute different than the messaging for the lunch rush. **Versatility:** Being able to change your marketing with the click of a button and let it cycle through different ads as the day goes on is an invaluable tool for testing new campaigns. Being able to run a new set of ads in a particular district makes implementing marketing strategies much more dynamic. During the school years, ads can be geared towards a college audience, while summertime can shift marketing to the tourist crowd.

Rapid response: social is an important tool for any business, allowing it to constantly check the pulse of its target audience. A digital sign can integrate with Instagram or Tik Tok, allowing you to respond to news and events in real-time. This kind of communication creates a real connection with customers and your brand by making them feel influential and part of the action.

Economic Influence: Can be added to the above of which include income, price, place etc. Consumer behavior theory is used because, in as much as the technology influence consumer behavior (attention and others), there are many other factors that help to shape the behavior of a consumer towards peak milk patronage. These include the listed approaches economic influence, social influence, intrapersonal influence and mediating influence. Motivation and perception (intrapersonal influence) is also built through marketing communication and advertising messages comprising the key factors that influence consumers buying behavior. Therefore, the advert message of the electronic billboard is one of the factors that motivate and create the positive impression of peak milk brand in the minds of consumers. So, the electronic billboard advert message of peak milk brand helps to influence the buying tendency of the consumers.

The questionnaire will be administered to selected three hundred and fifty (50) adult elites, resident in Port Harcourt metropolis, who are exposed to Twisco Product Electronic Bill Board Advertisement.

METHODOLOGY

The simple percentage and frequency scores were considered to be adequate tools for the study. The scores were computed and presented in tables and column bars for the purpose of making the analysis more accurate and easier to understand.

Data Analysis

The questionnaire used to elicit response from the respondents was divided into two sections: Section A, studies the demographic characteristics of

the respondents while section B deals with questions that are designed to elicit responses and find answers to the four research questions posed in chapter one. To achieve the objective of this research, 350 copies of questionnaire were distributed to respondents, of these 348 copies were successfully completed and returned, thus giving a response rate of 99.4%. The questionnaire comprises a total of 12 questions. Below is a table showing the return rate of copies of questionnaire shared.

Table 1. Distribution of Completed and Uncompleted Copies of the Questionnaire

Copies	Frequency	Percentage (%)
Completed/Returned	348	99.4
Uncompleted/not returned	2	0.6
Total	350	100

Table 2. Analysis of Respondents by Gender

Sex	Frequency	Percentage (%)
Male	245	70.4
Female	103	29.6
Total	348	100

The gender table shows that 245 respondents were male representing 70.4% while 103 respondents representing 29.6% were female. This means that there are more males than females in the sample size.

Table 3. Analysis of Respondents by Age Bracket

Age Bracket	Frequency	Percentage (%)
18-25	111	31.9
26-35	123	35.3
36 above	114	32.8
Total	348	100

The table above shows that 111 respondents representing 31.9% fall under the age bracket of 18-25 years, 123 respondents representing 35.3% fall under the age bracket of 26-35 years while 114 respondents representing 32.8% fall under the age bracket of 36 and above. Going by this, it is clear that majority of the respondents are within the age bracket of 26-35 years.

Table 4. Analysis of Respondents by Marital Status

Response	Frequency	Percentage (%)
Single	206	59.2
Married	142	40.8
Total	348	100

The table shows that 59.2% representing 206 of the respondents are single while 40.8% representing 142 of the respondents are married. This shows that more than half of the respondents are single.

RESULTS

Research Question 1

How effective is the electronic billboard advertising in positioning Twisco in PH as a beverage? To answer this question, questionnaire questions 4 and 5 were used to elicit answer. Question 4: Are you exposed to video electronic billboards? If yes, How often do you come in contact with video electronic billboards?

Table 5. Analysis of Question 4

Sex	Frequency	Percentage (%)
Once a week	82	23.6
Two times a week	245	70.4
Rarely	21	6
Total	348	100

From the above table, 82 respondents representing 23.6% said that they see video electronic billboard once a week while 245 respondents representing 70.4% said that they see video electronic billboard two times a week while 21 respondents representing 6% said that they rarely see electronic billboard.

Question 5: What attracts you most in video electronic billboard?

Table 6. Analysis of Question 5

Response	Frequency	Percentage (%)
Its unique Novelty	96	27.6
Colourful & Bright display	88	25.3
Animation picture	164	47.1
Total	348	100

In table 6, 96 respondents representing 27.6% claimed being attracted to video electronic billboard because of its unique novelty, 88 respondents representing 25.3% claimed being attracted to video electronic billboard because of its colourful and bright display while 164 respondents representing 47.1% claimed being attracted to video electronic billboard because of its animation pictures.

Finding for Research Question 1

It was discovered that majority of the respondents come across video electronic billboard advertisement. All the respondents who came across electronic billboard advertisement were attracted to it because of the different distinguishing features of the electronic billboard ranging from its animation picture, colourful and bright display and its unique novelty.

Research Question 2

To ascertain the factors that could militate against video electronic billboards in PH. Questionnaire questions 10, 11 and 12 were used to ascertain the factors that might hinder the effectiveness of electronic billboard. Question 10: Do you agree that electronic billboard constitute problems to road users?

Table 7. Analysis of Question 10

Response	Frequency	Percentage (%)
Yes	215	61.7%
No	133	38.3%
Total	348	100

The table above shows that 215 respondents representing 61.7% of the population believe that video electronic billboard can cause problems for road users while 133 respondents, representing 38.3% of the population do not believe that the video electronic billboard can cause problems for road users.

Question 11: if yes 10, what type of problem?

Table 8. Analysis of Question 11

Response	Frequency	Percentage (%)
Accident	164	47.1
Traffic	88	25.3
Defacing environment	96	27.6
Total	348	100

In table 8, 164 respondents representing 47.1% of the population claimed that the video electronic billboard could lead to accident, 88 respondents representing 25.3% of the population claimed that the video electronic billboard could lead to traffic jam while 96 respondents representing 27.6% of the population claimed video electronic billboard could lead to defacing environment. Question 12: What factors do you think might hinder the effectiveness of electronic billboard?

Table 9. Analysis of Question 12

Response	Frequency	Percentage (%)
Lack of constant power supply	71	20.4
Government regulation	111	31.9
Lack of good road network	103	29.6
Limited audience exposure	63	18.1
Total	348	100

The above table shows that 71 respondents representing 20.4% of the population claimed that lack of constant power supply hinder the effectiveness of electronic billboard, 111 respondents representing 31.9% of the population said Government Regulation, 103 respondents representing 29.6% of the

population said it is lack of good road network while 63 respondents representing 18.1% of the population said it is limited audience exposure.

Findings for Research Question 2

It was discovered that majority of the respondents disagree with the fact that video electronic billboard causes problems for road user. On a lighter note, those who disagreed and those who agreed that video electronic billboard causes problems for road users however outlined the problems ranging from accident, traffic jam and defacing the environment. From the responses, accident is the most common problem faced with road user that peruse, accident is the most common problem faced with road users that peruse through the video electronic billboard. On the other hand, out of the all the factor that were poised that might hinder the effectiveness of video electronic billboard advertising, lack of audio dominated the responses with a very small margin followed by short time frame for advert. This implies that advertisers should consider adding up audio to their message for easy grasping and understanding of an advert message.

Research Question 3

To determine to what extent the use of electronic billboard influences residents in PH in patronizing Twisco, Question 6 and 7 has been used to elicit responses to research question 3. Question 6: Are you influenced to buy twisco by the advert you see on the video electronic billboard?

Table 10. Analysis of Question 6

Responses	Frequency	Percentage (%)
Yes	299	85.9
No	49	14.1
Total	348	100

According to the table, 299 respondents representing 85.9% of the population said they are propelled to buy twisco product as a result of the video electronic billboard advertisement of twisco while 49 respondents representing 14.1% of the population said they are not propelled to buy the twisco brand as a result of the video electronic billboard advertisement of twisco.

Question 7: How will you rate adverts on video electronic billboard?

Table 11. Analysis of Question 7

Responses	Frequency	Percentage (%)
Good	202	58
Very good	122	35
Not good	24	7
Undecided	0	0
Total	348	100

From the table above, 202 respondents representing 58% of the population agree that adverts on electronic billboards are good, 122 respondents, representing 35% of the population agree that adverts on video electronic

billboards are very good while 24 respondents, representing 7% of the population said that electronic billboard advertisement is not good.

Findings for Research Question 3.

It was ascertained that majority of the respondents patronize the twisco brand always, majority of the respondents claimed that they are highly influenced to patronize the twisco brand because of its video electronic billboard advertisement. Almost all the respondents who have come in contact with electronic billboard believed that placing twisco advert on the electronic billboard can influence consumers patronage to twisco brand. While a very few percentages of the population believe that video electronic billboard advertisement is not good, a greater percentage of the population believe that electronic billboard advertisement is very good and the greatest percentage of the population believe that video electronic billboard advertisement is good. This however validates electronic billboard as a trusted and reliable means of bringing products, goods and services to consumers.

Research Questions 4

To determine the level of exposure of PH residents to electronic billboard. Question 8, 9 and 13 was used to elicit answer to this research question 4.

Question 8: Will you prefer video electronic billboard to others billboard?

Table 12. Analysis of Question 8

Responses	Frequency	Percentage (%)
Yes	218	62.6
No	130	37.4
Total	348	100

The above table indicates that 218 respondents representing 62.6% of the population prefers the video electronic billboard to other billboard while 130 respondents representing 37.4% of the population does not prefer the video electronic billboard to other billboards. Question 9: How often do you buy twisco as a brand?

Table 13. Analysis of Question 9

Responses	Frequency	Percentage (%)
Often	245	35.5
Very often	151	44.9
Once in a while	75	19.6
Total	348	100

From the table, 122 respondents representing 35.5% of the population buy the twisco brand often, 151 respondents representing 44.9% of the population buy the twisco brand very often while 75 respondents representing 19.6% of the population buy the twisco band conce in a while. Question 14: Will you recommend more government regulation to video electronic billboards in PH?

Table 14. Analysis of Questions 13

Responses	Frequency	Percentage (%)
Yes	234	67.2
No	114	32.8
Total	348	100

The table above indicates that 234 respondents representing 67.2% of the population recommends more government regulation to video electronic billboards in PH while 114 respondents representing 32.8% of the population said there is no need for more government regulation to video electronic billboards in PH.

Findings for Research Question 4

It was ascertained that majority of the respondents prefers video electronic billboard to other forms of conventional billboards of advertising. Also, it was gathered that majority of the respondents patronize the twisco brand very often. Almost all the respondents recommend more government regulation to video electronic billboard advertising.

DISCUSSION

From the data analyzed, the respondents claimed that they are very familiar with the video electronic billboard because more of the respondents see the video electronic billboard twice in a week. The respondents claimed that the unique novelty of the electronic billboard, colourful and bright display which makes it more visible at night and animation of picture makes the video electronic captivating and alluring. The emphasis is on the animation (motion picture) of which they called the "movement just like television" alongside the imposing size of the billboard which catches audience attention easily. This actually affirms what Arbitron (2017) research findings said that "a great majority of viewers reported that digital billboard is attractive" as a result, draws attention to an advertised product. In line with the theoretical framework of technological determinism, the newness of the medium has propelled the audience to associate with it.

This means that as the words, pictures and other elements of the advert message move, the eyes are easily drawn to it. This implies that human eyes are easily attracted to a motion picture rather than static ones. Therefore, the audience attentions are drawn to the advert because of the moving elements. As regards the second research question "to ascertain the factor that could militate against electronic billboards in PH. It was discovered that the electronic billboard could be a problem to road users and could impose problems like accident, traffic jam and defacing the environment. This aligns with one of the setbacks of advertising listed by Matthew (2019:122) which says that video electronic billboard advertising could however cause some problems that are avoidable despite its unique distinguishing features.

Furthermore, it was discovered from the data analyzed that there are some factors that might hinder the effectiveness of an electronic billboard these factors include: short time frame for advert message display, lack of audio to

complement the video, the brightness of the medium being too strong for the eyes, sharing of space with products that might be a competitor therefore distracting the drivers. These factors have been discovered to pose a great threat to the effectiveness of the video electronic billboard. It was discovered that the time (6-8 seconds) for which an advert message displays is too small for most audience to decode the message and act in the desired way. It has been found out that the medium lacks audio complementation to the visual unlike the television, the electronic billboards lack audio that explain what is being displayed. This special feature of the television is known to aid the understanding of message. Therefore the audience criticizes the medium for lack of audio saying, "there is no sound to explain the video".

This discovery is in line with what Richtel (2019) said in his work "Digital Billboard Diversions drivers can't escape", that the medium is a distraction to the drivers and also the medium shares space with other advertisers who might be competitor as a result, the desired behavioural attitude of consumers might not be achieved. New Life Media (2018) "Digital Billboards" affirmed this finding when it disclosed that "one of the main setbacks of digital billboards is that images are constantly shifting and there is no guarantee that an advertiser message will be seen by the greatest number of potential consumers". This implies that the some features of the electronic billboard which gave it an edge over conventional billboard may become a set back to the effectiveness of this medium. In other words, the moving pictures and words are so fast for some of the audience to catch up with.

More so, it was ascertained that video electronic billboard has to a great extent increased the consumer preference of the twisco brand against other competitors in the market. Having attracted attention sustained their interest and created a positive impression of the twisco brand in their minds which has translated into preference of the brand. This means that this medium has ended up in increasing the sales of the twisco brand. This however aligns with what Larry (2016) said that the purposes of advertising campaigns include selling function, building of brand name, marketing, persuasion, etc. This confirms the video electronic billboard has done this for the twisco brand. This finding implies that the adoption of the video electronic billboard advertising can increase preference to a product alongside other factors, this is because of its alluring and captivating features.

Furthermore, it was discovered from the data analyzed that the respondents actually prefer the video electronic billboard advertising to other forms of billboard advertising and would recommend more government regulation towards this video electronic billboard advertising to other forms of billboard advertising and would recommend more government regulation towards this video electronic billboard advertising. This means that notwithstanding the fact that people prefer the video electronic billboard advertising, more government regulation is needed to be able to help the functionality, continuity and sustainability of the video billboard advertisement. It is certain that an institution without private or government control, may end up missing out on its standards and objectives.

CONCLUSIONS AND RECOMMENDATIONS

The electronic billboard advertising is a powerful means of attracting attention, sustaining interest and propelling consumer patronage to any product advertised on it. This is the case of twisco brand, the medium is effective in creating positive impression for the twisco brand through the effective impact of the features but not that if people end up saying that an advertisement is merely interesting, that means it has failed as an advert because the essence of an advertisement is to sell a product and not to entertain people. Therefore, this medium has not just ended up interesting people but has attracted their attention, sustained and aroused their interest to prefer the twisco brand over other competing brands in the market.

In conclusion, the idea that change in challenges prompts reinforcement has led to the shift from conventional billboard advertising to the adoption of electronic billboard as a means of aiding better understanding of advert messages. This is to help explain the benefit of the twisco brand to the audience through the special feature of animation just like the television. This quest to bring the concept of television that is motion of picture into the public domain has given the advertising industry a boost by fostering influence of consumers patronage to the product advertised on the medium.

FURTHER STUDY

1. That advertisers should embrace this new medium of advertising to reach the mobile audience where the benefit of their products could be explained through animations. It has been discovered that the attribute of television associated with this new billboard called electronic/video billboard help so much in explaining the benefit of a product through dramatization. This helps to create interactivity between the sender and the receiver.
2. That prospective advertisers should structure their advert message to be simple and easy to understand because of the short time frame and lack of sound. However, the need for succinct and precise message should be deployed to help facilitate effectiveness in the midst of these setbacks.
3. That mobile customers should be very careful and brief while perusing at video electronic billboard advertisement to avoid road accident.
4. That since electronic billboard advertisement has a very high tendency of influencing customers to patronage a product, electronic billboard advertisement should be considered as an acceptable medium of promoting and projecting products, goods and services seeking patronage.
5. That government should intensify their efforts towards regulating the affairs of advertisers for effective and efficient service delivery.

REFERENCES

- Abideen, Z. U. & Latif, A. (2011). Do Brand Extensions Affect Consumer Attitude: An Empirical Experience-with Reference to Pakistani Consumers. *Journal of Applied Business Research (JABR)*, 27, 19-36.
- Ahrens, T. (2007). "Expected Growth and benefits of digital billboard advertising".

- Arens, W. Weigold. M. and Arene, C. (2008). *Contemporary advertising* Boston: McGraw Hill Irwin.
- Aribiyi, V. (2010, October). "LED Outdoor Billboard Advertising in Nigeria. (Lagos, Abuja, Abia, Port Harcourt).
- Bauer, Garaus Marion & Udo Wagner (2018). "Let me entertain you-reducing perceived waiting time through digital signage" proceedings of the 47th EMAC Annual conference (EMAC 2018).
- Bill, G. (2015). "Electronic Billboard advertising control: pros, cons and safety information.
- BPS Outdoor Advertising Campaigns in Nigeria (2017). "Our new Medium digital Billboards".
- Dart, A. (2010). "Digital Billboard: Weapon of Mass Distraction".
- Digital billboards association, USA (2011). "Digital Billboards".
- EMC Outdoor (2010). "Conventional Billboard vs Digital Billboards".
- Euro-display (2011). "The Outdoor Electronic advertising advantage"
- Four wind interactive (2010). "LED Billboard allow Better Targeting for Advisers" Retrieved May, 2023.
- Larry, P. (2010). *FHWA against Electronic Billboard*" Published in Charles E. Merrill Publishing Company USA.
- Latif, Abdul & Abideen, Zain (2011). *Graphic Design; A new History*. New Haven, Connecticut: Yale University Press.
- Lee, H. & Cho, C. H. (2019). An empirical investigation on the antecedents of consumers' cognitions of and attitudes towards digital signage advertising. *International Journal of Advertising*, 38(1), 97-115.
- Matthew, C. (2019). *Principles of Digital Billboards*. Retrieved May, 2023.
- Moriarty, S., Mitchell, N. & Wells, W. (2017). *Advertising & IMC: Principles and Practice*. (9th Ed) Chicago: Prentice Hall PTR.
- Nworgu, B. G. (2016). *Educational research: Basic Issues and Methodology*. (2nd edition) Enugu: University Trust Publishers.
- Palmatier, R. W. Houston, M. B. & Hulland, J. (2018). Review Articles: Purpose, process and structure. *Journal of the Academy of Marketing Science*, 46(1), 1-5.
- Richards, C. (2011). "Digital Billboard are here'. Retrieved April 2023.
- Richtel, M. (2010). "Digital Billboards, diversions drivers cannot escape" retrieved April 2023. From <http://www.miamiherald.com>
- Saleem, Salman, Abideen, Zain UI. & Latif, Abdul (2010). Few Determinants of compulsive buying of Youth in Pakistan. *European Journal of Social Sciences*, volume 17, Number 4.
- Saleen, S. & Abideen, Z. (2011). Effective advertising and its influence on consumer buying behavior. *European Journal of business and management* 3, 55-67.
- William, D. (2016). *Leadership for advertising: creating a culture where all teachers improve so that all students succeed through advertising*. West Palm Beach, FL: Learning Sciences International.