



OUTDOOR ADVERTISING AND IT'S SOCIAL, ENVIRONMENTAL IMPLICATIONS

Sachin Subahshchand Surana.

Assistant Professor

R.C. Patel Educational Trust's

Institute of Management Research and Development

Shirpur, Dist: - Dhule

ABSTRACT:

Advertising plays an important role in the overall economic development of any nation. In fact, it can be termed as an engine of economic progress. In today's competitive world all the business activities are concentrated towards generation of higher sales revenue. Outdoor advertising plays a crucial role in promotion of the products and services. Advertising initially, creates awareness and at the latter on it persuades the customer to buy the products and services that are offered in the market. Variety of advertising channels such as magazines, newspaper, television, radio posters, digital billboards come under the gamut of advertising. Advertising is an effective way of communicating marketing information and stimulating the people at large scale. Outdoor advertising an effective media of advertising that covers a wider area with a negligible cost. In today's context outdoor advertising had become a prominent channel of sales promotional mix. Advertising instruments such as posters, banners, and digital hoardings are placed at crowded places to promote their brands in the market. The aim of this research is to understand concept of Outdoor advertising and various channels of outdoor advertising. Moreover, the study aims to analyze social and environmental impacts of outdoor advertising.

Keywords: Advertisement, Awareness, Billboards, Channels, Social.

INTRODUCTION:

In the current era of competition outdoor advertising plays a crucial role in the sales promotion. Over the last couple of years outdoor advertising had received enormous attention. It is the only form of advertising in which the

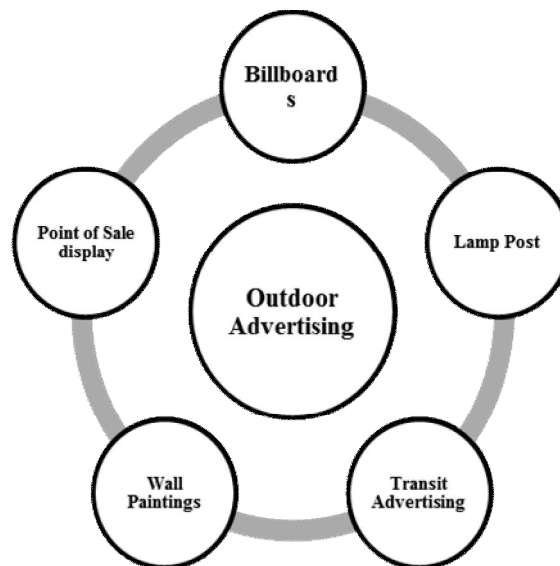
spectator does not have to spend a single rupee from the pocket. Numerous channels of outdoor advertising such as hoardings, posters, banners, billboards, transit advertising are adopted to generate demand for products and services. These tools are frequently used to convey the sales message to the target audience at a negligible cost, and with a wider coverage. Glowing colors, catchy slogans, digital features provide eye popping exposure. In today's fast paced life every individual spends most of their time outside the home which is why outdoor advertising has gained such a huge momentum. The reason behind the uninterrupted success of outdoor advertising is its creativity and innovativeness. Increased spending capacity and increased standard of living leads to the boom in Outdoor advertising sector. Hoardings, posters, banners, neon light signs and other outdoor advertising instruments are mounted near bus stands, railway stations, crowded places, shopping malls, and in commercial with the intention of attention grabbing. Outdoor advertisements can be observed from a small alley to the main markets of the city and in every corner of the city. With regular reminders the target audience gets acquainted with the products and services offered by the business organizations. Over the time, outdoor advertising channels have progressed as mass market medium with introduction of digital technology and have become a whole industry itself. At the same time these outdoor advertising devices do have certain social and environmental implications also. It wrecks the clean appearance of the city and causes frequent distractions to pedestrians as well as traffic.

Concept of Outdoor Advertising: Outdoor advertising is often called as out of home or mural advertising. It typically refers to all the advertising devices that provide extensive exposure of sales message out of the home. It is the one of the oldest methods used to promote the products and services in populous places. Outdoor advertisement with its exceptional characteristics of unavoidable in nature makes it most cost-effective channel of advertising. Outdoor advertising devices had transformed beginning from the bulletins, road furniture, to new substitute media like point-of-sale, pole kiosk and many more. Advertising devices like hoardings, digital billboards, wall paintings are strategically placed at crowded places to grab the considerable attention and deliver the desired sales

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message at insignificant fees. Local commuters are repetitively exposed to these channels of mass marketing when they are out of home. At the outset out of home advertising was considered as a support medium. In the present circumstances, it had its own dimensions. With the rapid increase in the transportation services, rural to urban migration had provided the vast market for outdoor advertising. Outdoor advertising devices instantly catches the attention within fraction of seconds. With the rapid pace of significant development in the information technology, modern and innovative media of outdoor advertising are emerged.

CHANNELS OF OUTDOOR ADVERTISING:



- 1. Billboards:** Billboard sometimes also known as hoardings is a large-scale sized outdoor advertising structure installed in the high-density traffic areas with the ultimate motto of generating higher sales revenue. Snappy slogans, attractive color combinations capture the attention instantly. Billboards is suitable to deliver the sales content in large and widely spread market at an insignificant cost. Billboards can be classified as conventional and digital billboard. The conventional billboard advertising is the preferred choice because the picture, sales message conveyed can be easily removed or replaced with another one where as digital billboard uses LCD monitor to display the advertising message. The digitalized

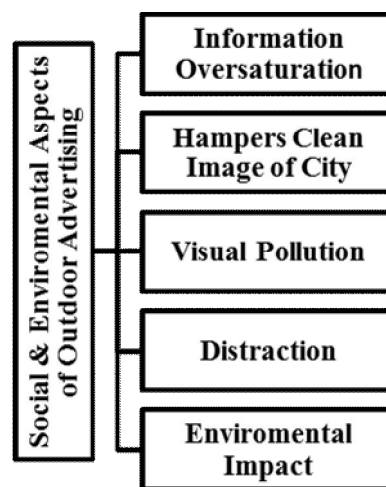
media, graphics, images, animation effects had enhanced overall advertising communication.

2. **Lamp Post:** An outdoor advertising form also known as pole kiosk involves a series of small advertisement devices on street light poles that can offer a significant impression in the minds of people while they are driving by. It's impossible for commuters to ignore or bypass these lamp posts in their commute. This repetitive reminder leaves a permanent impression on travelers.
3. **Transit Advertising:** In today's world of automation, we can't visualize life without vehicles. These means of transportation have become an integral part of our lives. Recognizing this need, advertisers introduced the concept of transit advertising. Small advertising devices are placed on the private and public transport such as busses, cars, taxis and even on the backside of two wheelers. These channels convey sales message not only to the people who use public transportation but also to the onlookers who views it.
4. **Wall Painting:** The urbanization process means that people are moving from rural to urban parts of the country in search of livelihood. Because of this, multiple construction activities are happening all around. In turn, these economic activities naturally provide ample opportunities for advertising. As another form of conventional advertising, wall painting can be seen on construction sites, parking lots, and high-density areas. Aside from delivering a sales message to the local consumer, wall painting enhances the overall aesthetics of the area as well. In addition to achieving marketing goals, wall paintings also cover up defaced construction sites. Even posters are used as an advertising channel which is pasted on the walls of commercial places, public places, bus stand and railway station with the intention to capture the attention of the commuters.
5. **Point of Sale display:** Displays at the point of sale are a popular method of seizing the attention of customers and leading to frequent purchase. This type of display is done after the customer has actually accomplished

the purchase activity. It is usually used in areas of large customer footfall, like grocery stores and fast-food restaurants. In these types of promotional activities posters and banners are used to catch the eye of the customer.

SOCIAL AND ENVIRONMENTAL IMPLICATIONS OF OUTDOOR ADVERTISING:

It had been rightly said that every coin has two sides. Though outdoor advertising had been developed as a strong platform to deliver the sales message effectively but still it does have certain social, environmental implications.



- 1. Information Oversaturation:** Outdoor advertising devices are increasingly used in creating awareness through various channels. From morning tea to late at night, we are flooded with numerous out of home sales messages. This overwhelming bombardment of advertisement creates psychological pressure and confusion among viewers
- 2. Hampers the clean image of the city:** Today outdoor advertising is a popular way to communicate the sales message with existing and potential customers. Nowadays outdoor advertising devices are found throughout the city, of different shapes, sizes, and in all corners and nooks. Installation of advertising devices haphazardly in residential and commercial areas affects the image of the city. Frequent unorganized positioning of advertising devices hampers traffic flow and hinders the enhancement of the aesthetic values of the city.

3. **Visual pollution:** Outdoor advertising devices create visual disturbance and leads to visual pollution. Large, bright colored advertising such as billboards located all around the city crates visual discomfort in the minds of viewers. This increased visual disturbance creates psychological stress and anxiety.
4. **Distract the attention of the driver:** Outdoor advertising devices are generally placed in high traffic areas such as market places, shopping malls, bus stand, railway station with an intention to grab maximum visibility. These devices with catchy slogans, attractive color combinations, lucrative images strategically placed along roadside or in the street areas to target the drivers and pedestrians.
5. **Environmental Impact:** Although outdoor advertisements do not have a direct influence on the environment, the natural resources are greatly tainted due to these advertisements. Most of the trees are cut down to make the outdoor advertising devices visible. Even traditional billboards, banners are made of woods.

CONCLUSIONS:

In today's world of competition every business is trying to reach out to as many as customers as possible. Outdoor advertising is also a medium through which businesses not only inform their customers about the products and services but also force them to buy the products. But while doing all this, it is important to keep in mind that conservation of the environment is also an important aspect.

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