

**INVESTIGATE THE CUSTOMER'S UNDERSTANDING OF
THE BILLBOARD ADVERTISEMENTS**

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ABSTRACT

The topic of this project is INVESTIGATE THE CUSTOMER'S UNDERSTANDING OF THE BILLBOARD ADVERTISEMENTS. The main purpose of this study focuses on the issue of investigating whether understanding of pictorial, text, and overall message and Keller model for Attention, Relevance, Confidence, and Satisfaction (A.R.C.S) differ by gender, race, and age. This study was conducted on a different billboards located in Kedah State, Malaysia. The study also emphasises that both Gestalt theory and visuals on billboard have a dimensional effects in terms of the image, text, and overall messages of the billboards. The findings reported that there were significant differences in understanding of pictorial elements and overall messages by gender with females reporting significantly higher means than males, but there was no significant difference in understanding of textual elements by gender, race, and age. Meanwhile, the result indicated that the mean scores of females towards understanding billboards were significantly higher.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter explained the background of this work and the research problems that need to be solved in terms of the research questions. The chapter also described in details the definition of terms, Limitation, scope and its significance in order.

Billboards are considered to be one of the most powerful form of advertising that widely used all over the world to deliver fast and quick concept to the audience (Taylor, Franke, & Bang, 2006). The reason why billboards are more essential these days is because they target a certain group that no other advertising form can target. Billboards are usually placed in highways and main stream streets and serve a certain purpose and that is to capture the audience's attention quickly because the target intended is a movable one and can't stop and view the visual design and admire it's details, and that's why billboards come in handy because they serve that purpose by delivering a quick message to the moving target such as vehicles and pedestrian (Barrios, 2003; Clifford, 2008).

This first appearance and use for the billboards were in the 1980's and grew popular ever since because of their intriguing different colors, designs, and messages. Billboards are efficient and interesting advertising tool and they are easily noticed because of the visual elements and the way they are used in the billboards, billboards are also quickly changed and have a short life limit yet make a quick impact and should be simple yet

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