

## IMPACT OF OUTDOOR HOARDING ADVERTISEMENTS ON CONSUMER BUYING BEHAVIOUR

Dr. Santosh M. Shinde, Assistant Professor,  
S. B. Patil Institute of Management, Pune.  
shinde.santosh1928@gmail.com

Dr. Sachin Shankarrao Hatole, Assistant Professor,  
Progressive Education Society's Modern Institute of Business Management, Pune. sachinhatole7@gmail.com

Dr. Chandrakant Thorat, Assistant Professor  
Lotus Business School, Pune.  
chandrakantthorat6370@gmail.com

### ABSTRACT

The article studies the impact of outdoor hoardings advertisements on Consumer buying Behaviour. The study was conducted on 200 consumers from Pune City, Maharashtra, India. The data was collected through a questionnaire method where respondents were asked to give their opinion about various hoardings in different areas and the advertisements that are being seen on them. The main objective of the study was to find the impact of hoardings on consumer's buying behaviour. For the purpose of this study a quantitative research design was used wherein the researcher used a questionnaire to gather the data from the respondents. Results show that most of the respondents prefer a hoarding with clear message than a hoarding with mixed up message. People also prefer advertisements carried out by the private sector rather than local government authorities.

**Keywords:** Hoarding, Consumer buying behaviour, Signage.

### Introduction

#### Background

Outdoor advertisements have been the oldest form of advertisement. Till date, it is one of the most effective means of media to achieve a strategic communication objective without spending much money. In the initial times, the urban areas were good places for advertising. Gradually, hoardings also penetrated into rural areas and became useful in communicating with a large number of people. It is estimated that every year in India nearly four lakh hoardings are being put up only in Mumbai city which indicates hoarding's importance as an advertising medium.

Outdoor advertisements have been quite essential as they can reach a large number of people. They also help in disseminating information via hoardings which cannot be done by any other forms of advertising. It is possible to deliver the required message to a maximum number of people at one place. Outdoor hoardings are effective in advertising various products and services. However, there are several problems associated with outdoor hoardings as well, such as environmental pollution, illegal hoarding and hoarding without permit from concerned authorities etc.

Needless to say, the problem of advertising on hoardings has been one of the prime issues among the politicians, civil society and common people alike. Even with all such problems associated with hoardings it is difficult to imagine a city without hoarding in India. It is a fact that hoardings are an efficient means to spread a message across masses at one place. However, this study has tried to find out the impact of outdoor advertisements on consumer's buying behaviour. In this study, the researcher intends to find out the impact of hoardings on consumer's buying behaviour.

#### Importance of Outdoor advertisements

Outdoor advertisements, like billboards, have a major role to play in the promotion of products and services. With outdoor advertisements, businesses can reach out to potential customers in a more cost-effective manner than other forms of advertising. Outdoor advertisements are also highly visible to passing traffic and pedestrians which helps them spread their message more effectively. Furthermore, outdoor advertisements can be used to draw attention to special events, increase brand awareness and boost sales. In addition, they offer a great way to build recognition of a business or product over time by displaying the same ad in different locations. A well-designed outdoor advertisement can also help establish an emotional connection with the target audience, creating an instant impression that can lead to brand loyalty. Outdoor advertisers can use creative techniques like 3-D displays and graphics to create a visual impact that captivates consumers and encourages them to think about the product or service being advertised. As such, outdoor advertisements are an important tool for businesses who want to increase their visibility and gain recognition from potential customers. The following are the reasons as to why outdoor advertising is important:

1. It helps to create brand awareness: Outdoor advertisements are an effective way to create brand awareness, as they are visible to passing traffic and pedestrians. These advertisements can be used for a variety of purposes such as announcing special events, increasing sales of products or services, and creating brand recognition over time. It is cost-effective: Outdoor advertising is one of the most cost-effective forms of advertising available today. The cost of outdoor ads is much less than that of other forms of advertising and the results can be seen almost immediately. It allows businesses to target their desired market: Outdoor advertisements allow businesses to target their desired market more accurately. Businesses can choose where they want to place their ads to reach their desired demographic.
2. It is highly visible: Unlike other forms of advertising, outdoor advertisements are highly visible to passing traffic and pedestrians. This gives businesses an opportunity to instantly raise their brand awareness and spread their message within a short period of time. It helps businesses reach out to customers while they are shopping: Outdoor ads provide businesses with a cost-effective way of reaching out to customers while they are shopping. This helps businesses capture the attention of customers who may not have seen their products or services otherwise or have not thought much about them yet.
3. They offer an opportunity to build recognition over time: Many outdoor ads can be used for a long duration as these ads generally get replaced gradually over time, hence providing businesses with an opportunity to build recognition over time.
4. It is a great way to build recognition over time: Outdoor advertisements are a great way to build brand or product awareness over time. The same advertisement can be placed in different locations, allowing the ad to be seen by more people, thereby increasing its effectiveness.
5. Effective in creating an emotional connection with the target audience: A well-designed outdoor advertisement can help create an emotional connection with the target audience and focus their attention on the products or services being advertised. Outdoor advertisers use creative techniques like 3-D displays and graphics to create a visual impact that captivates consumers and encourages them to think about the product or service being advertised.
6. It helps establish a brand's reputation: A reputation is the lasting memory that people have of a business or product. This can be created through outdoor advertising as it can help establish brand awareness and make consumers aware of how a business or product works, what they do and why they are popular.
7. It appeals to the younger generation: Studies show that people in this age group are more likely to walk around, stare at cell phones and stop to read anything on the street. Outdoor advertising is an effective way for businesses to be seen on such young minds by letting them know about their brands and products effectively.
8. It is worth investing in: Outdoor advertisements can be a great way to invest money into the business. When a consumer is shown an advertisement, they are more likely to notice the ad, think about the product and decide whether it is worth buying or not.
9. It helps raise brand awareness: When advertising outdoor advertisements, businesses can determine whether their ad has been effective and decide whether they should invest further in outdoor ads or not if it has been successful in attracting potential customers.
10. It leads to increased sales of products and services: The success of a business is directly related to their level of brand awareness that consumers have of their products and services. This is since customers are more likely to buy a product or service they have seen advertised.
11. Businesses can use outdoor advertisements to advertise special events: Outdoor advertising allows businesses to announce special events, such as product launches and other marketing campaigns, without being required to pay for expensive media slots or buying tickets for large audiences.
12. It helps improve the reputation of a business: Outdoor advertisements can be used by businesses to improve their reputation. This is because there is the opportunity for consumers to inform themselves about a brand by reading informative text on an advertisement and this gives them an opportunity to build positive customer relationships with the brand.

13. It serves as a great awareness tool: Outdoor advertisements can be used to raise awareness of certain issues facing society, such as anti-smoking campaigns. They are also used to promote community events, such as festivals or cultural celebrations.

14. It helps businesses highlight special offers: Outdoor advertisements can be used by businesses to display special offers for their products or services and help them acquire new customers.

15. It is a cost-effective way of marketing: As outdoor advertisements are effective in instantly raising brand awareness, they are one of the most cost-effective forms of advertising available today.

However, there are also some limitations to outdoor advertisements that are done through hoardings:

1. It can be tough to measure the success of an ad: While a well-designed outdoor advertisement can raise brand awareness and lead to increased sales, it can be hard to measure how effective the ad was in doing so.

2. It is expensive: Outdoor advertising costs money. For businesses to get the most value out of their ads it may be necessary for them to place their ads in multiple locations. This is due to the fact that outdoor advertisements are only effective if consumers see them multiple times and therefore this requires multiple outdoor advertisements placed throughout different cities and towns.

3. It can be tough to measure the impact of an ad: Outdoor advertisements are often placed in high-traffic areas, like busy streets. However, it can be difficult for businesses to determine the exact impact of their ad or how many people saw their advertisement.

4. It may not always be necessary: If a business is only seeking customer feedback, does not have a significant product range and does not have a lot of competition then outdoor advertisements may not be needed as there are other more effective ways to advertise available.

5. It disturbs the environment: Most countries have laws regarding the use of outdoor advertisements, so it can be difficult for a business to remove an advertising poster if it does not comply with regulations. In addition, advertising can distract pedestrians, which is especially important for blind or distracted pedestrians.

6. It may not always be effective: Outdoor advertisements are only effective when the target audience sees them and remembers the brand and the advertisement that they saw. However, they are limited by where they can be placed and how many times they can be displayed.

7. It has lesser reach than other types of advertising: Outdoor advertisements will not reach as many people as other forms of advertising like radio or television ads because they are limited to a specific location and time. In addition, most people will not visit a business just because it has an ad on the street.

8. It does not always have a direct impact: Outdoor advertisements are often used to target a specific audience for a specific product or service, but this may not always be the case. In the United Kingdom, for example, there are many brands that specifically target bus users and their advertising is very effective in reaching this specific audience.

9. It can be difficult to change: Unfortunately, most outdoor advertisements will be located on walls or other permanent structures so they cannot be replaced easily if they are removed. This can be very costly for businesses because they must replace their ad or have it removed.

10. It can be tough to find the right location: Outdoor advertisements do not have much flexibility in terms of placement and so it is important that a business invests in advertising in a location where they know their target audience will see it.

### Literature review

There are some research papers in the literature about the topic. Bora (2018) has mentioned that a hoarding, usually known as 'ambient media' is any large advertisement placed on the outside of a building or other structure. Outdoor advertising is the advertising of products or services in public via posters, signs, displays, and other forms of publicity outside the business establishment where they are sold or consumed. In India there are many types of hoardings such as light boxes i.e. poster boxes, sandwich boards, roller boards etc.

Shah (2021) stated that outdoor advertising is one of the most widely used forms of advertising and is used by many companies all over the world. Its effectiveness is evident in that it has been adopted all over the world. For example, a study conducted on the use of hoardings in Pune revealed that out of 1000 hoardings, 825 were illegal and 23 are government owned (Shah, 2012).

Kulkarni (2022) in his study on the tactics of hoarding noticed that most of the hoardings are used for obvious and general information, making them ineffective for advertising specific products or services. It is only possible to advertise products or services by incorporating them in the hoardings.

Yadav (2022) in his study on hoarding stated that most of the hoardings are not very effective in creating awareness about specific products or services. Thus, it was found that outdoor advertising was not a very effective method regarding providing customers with specific information about their products and services. In addition to these, he also noticed some other problems such as "lack of professionalism", "misuse of space" and "diminishing returns".

Shreenath (2019) in his study on hoarding concluded that outdoor advertising should be used with caution, as it can have a negative impact on the environment. He also suggested several ways of making hoardings more effective such as using interactive technologies like LED displays, providing detailed information about products and services, and utilizing other innovative techniques to make them more attractive. Overall, it can be concluded that outdoor advertising is an effective way of marketing products or services, but only when used with caution and appropriate techniques. It should also be noted that hoardings can be a powerful medium to create awareness about products or services and attract customers. Thus, companies should take advantage of these opportunities for their business success.

Lele (2018) in her study on hoarding concluded that the use of hoardings is still a major form of advertising in India. Although it has its drawbacks, the many advantages and effectiveness, make it an ideal tool for marketing products or services. Therefore, companies should carefully consider their options when selecting which type of advertisement to use. In order to maximize the potential of outdoor advertising, companies should invest in creative and innovative tactics that can help them reach their goals. With the right strategies and techniques, outdoor advertising can be a powerful tool for businesses.

Pathan & Mirza (2016) in their study concluded that hoardings have become a part of the everyday life of people in India. Although it has its advantages, there are certain challenges to be aware of while using hoardings as an advertising tool. They suggested that companies should invest more in research and development to create innovative strategies to make their advertisement campaigns more effective. Additionally, they also suggested using interactive technologies like LED displays, providing detailed information about products and services, and utilizing other innovative techniques to make them more attractive. In conclusion, outdoor advertising is an effective way of creating awareness about products or services and attracting customers. Companies should invest in creative and innovative tactics that can help them reach their goals.

Woodland (2016) in her study concluded that hoardings are one of the most cost-effective and popular ways to advertise. The use of mobile or digital tools along with hoardings can further increase its effectiveness. Companies should take advantage of new technologies and create innovative strategies to make their advertising campaigns more effective. Additionally, they should also focus on targeting specific audiences with their advertisements, providing detailed information about their products and services, and utilizing other innovative techniques to make them more attractive. In conclusion, hoardings are a powerful way of advertising that can help companies reach their goals when used properly with the right strategies and techniques. Companies should invest in research and development to create innovative tactics to maximize the potential of outdoor advertising and avoid the risk of reaching a point of diminishing returns.

Kumar (2017) noted that in India, hoarding is the best medium because it can be seen by all people of a community. However, due to its effectiveness as a medium, hoardings have also faced environmental problems. According to Robinson (2012), hoardings have become an unwelcome feature of the Indian urban scene due to their visual pollution and are the cause of traffic problems in cities. Bora (2018) also notes that hoarding has become a headache for many city development authorities as it affects the aesthetics and beauty of cities negatively; it also causes immense problems like congestion, traffic jams and safety issues for pedestrians.

Shinde (2017) has suggested that there are various types of hoardings in India i.e., light box, sandwich board, roller board etc. which are used by the companies for advertisement purposes. Outdoor advertising is a large, text-based advertisement carried out on billboards, posters and other structures. Outdoor advertising is easily

identifiable and with the help of this advertising people can easily reach the required information. Outdoor advertising is one of the most common types of media which has spread across the world.

Another study found that advertisement was an important tool used by companies to promote their brand or products and services among masses. Marathe. (2019) in his study has said that the effect of outdoor advertising on consumers is mixed. If it is done properly, it can play a significant role in branding the company, but if done improperly then it can cause more harm to the company rather than good. He also said that there are certain factors which help in deciding an effective outdoor commercial campaign. Marketing research on outdoor advertising has proved that outdoor advertisement can be used effectively across many sectors and in various markets.

Shravan (2017) has mentioned that there are many problems which accompany indoor as well as outdoor public spaces as they both comprise human activities, activities which require human interaction and perception by humans. Outdoor hoardings have become a common sight in today's world. The use of outdoor and indoor advertising has also increased due to the growing population of the country.

Kotkar (2017) has also mentioned that the main intention of outdoor advertising is to help companies build their brand equity and increase the sales of products and services. Outdoor advertising is used by many companies all over the world and its effectiveness is evident in that it has been adopted all over the world.

Using a sample survey design, Aneja (2012) investigated outdoor advertisements at five different places for a period of six months. The results of the study showed that there was a high degree of cross media effects, wherein advertising on hoardings influenced the other forms of advertising.

According to Robinson (2019), studies on hoarding have proven that they have failed to prove the effectiveness of hoarding because there is no scientific evidence demonstrating their effectiveness as a marketing tool. It has been seen that hoardings are not very effective in promoting products and services, especially when compared to other forms of advertising. The main objective of this study is in order to find out how the use of hoardings is affecting the society by determining factors like brand awareness, perception, attitude about a particular brand and purchase intention among others. Other objectives are; finding out how these factors are affected by different situations such as place, time and place together with investigating price effects on buying intentions.

### Objectives of the study

1. To find out how the use of hoardings is affecting the society by determining factors like brand awareness, perception, attitude about a particular brand and purchase intention/ behaviour among others.
2. To understand how consumers of both genders react to outdoor hoardings with regards to purchase intention and purchasing behaviours at retail stores.

### Hypotheses

H1: Outdoor hoardings have no impact on brand awareness, perception, attitude about a particular brand and purchase intention of the consumers.

H2: Consumers of both genders react to outdoor hoardings with regards to purchase intention and purchasing behaviours at retail stores in the same way.

### Method

Design: This research used a survey for the primary data collection. The survey research findings are based on the views of domestic consumers on different types of outdoor hoarding advertisements that are seen in the city. Likert scales were used to find the impact of the outdoor hoarding advertisements on the consumers' buying behaviour. Later, averages were calculated and a linear regression analysis was done to check the impact of outdoor hoardings on the brand awareness, perception, attitude about a particular brand and purchase intention.

Cross sectional study: Subjects are drawn from a survey conducted across the city. The sample was selected using purposive sampling technique. After the selection, a questionnaire was given to the respondents. A total of 200 responses were collected and data analysed using SPSS (Statistical Package for Social Science) software.

### Data Analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 years	59	29.5	29.5	29.5
	31-40 years	95	47.5	47.5	77.0



	41-50 years	25	12.5	12.5	89.5
	51-60 years	18	9.0	9.0	98.5
	Above 60 years	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

Table no 1. Age of respondents.

The above table shows that most of the sample population (59%) has an age range between 18-30 years and 31-40 years constituting 41% of the sample. This is followed by 25% in the age group of 41-50 years, 18% from 51-60 years and 3% have reported themselves to be above 60 years.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	50.0	50.0	50.0
	Female	100	50.0	50.0	100.0
	Total	200	100.0	100.0	

Table no 2. Gender of respondents.

The above table shows that the sample population consists of an equal number of males and females (50%). The number of the male and female respondents in this study were equal so as to make sure that the results that have been achieved are more reliable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	56	28.0	28.0	28.0
	Salaried Employee	103	51.5	51.5	79.5
	Homemaker	10	5.0	5.0	84.5
	Other	31	15.5	15.5	100.0
	Total	200	100.0	100.0	

Table no 3. Occupation of respondents.

The above table shows the occupation of the respondents and reveals that 56% of those surveyed are in business, 103 are salaried employees, 10 are homemakers, and 31 fall under 'other'. This indicates that there is a wide variety of occupations represented among the sample population. This can be useful in understanding different levels of exposure to hoardings, based on occupation and other factors.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1 lakh	9	4.5	4.5	4.5
	1-5 lakhs	32	16.0	16.0	20.5
	5-10 lakhs	99	49.5	49.5	70.0
	10-20 lakhs	54	27.0	27.0	97.0
	Above 20 lakhs	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

Table no 4. Income of respondents.

The above table shows that 4.5% of the respondents had an income of 0-1 lakhs. 16.0% of the sample population earned between 1-5 lakhs per annum, 49.5% between 5-10 lakhs and 27.0% earned between 10-20 lakhs per year. Lastly, only 3% reported their income to be above 20 lakhs per annum. This indicates that the sample population was mainly from the middle-income bracket. This helps to understand how different levels of income may affect people's interactions with hoardings and other forms of advertising.

	N	Mean	Std. Deviation	Std. Error Mean
Brand Awareness	200	3.6400	.99264	.07019
Brand Perception	200	3.5450	.99646	.07046
Attitude	200	3.4150	1.00889	.07134
Purchase intention	200	3.4650	1.03641	.07329
Purchase behaviour	200	3.3900	.92855	.06566

Table no 5. One-sample test.

The above table shows the level of impact outdoor advertising through hoardings has on the brand awareness, brand perception, attitude, purchase intention and purchase behaviour of the consumers in general. The table shows that all the means are above the value of 3.0 which is meant as average impact on a Likert scale. This also

shows that advertising through hoardings has an above average impact on the various aspects of consumer awareness and psychology. To check if the results were statistically significant, a one sample T test was used, The following were the results of the one sample T-test.

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Brand Awareness	9.118	199	.000	.64000	.5016	.7784
Brand Perception	7.735	199	.000	.54500	.4061	.6839
Attitude	5.817	199	.000	.41500	.2743	.5557
Purchase intention	6.345	199	.000	.46500	.3205	.6095
Purchase behaviour	5.940	199	.000	.39000	.2605	.5195

Table no 6. One-sample test.

The above table it can be seen that the mean differences are positive all throughout the table. This helps us to reject the null hypothesis and accept the alternative hypothesis that the assumed mean of 3 is not equal to the actual means in any of the cases. It means that “Outdoor hoardings have above average impact on brand awareness, perception, attitude about a particular brand and purchase intention/ behaviour of the consumers.” Thus regarding the first hypothesis, we reject the null hypothesis and accept the alternate hypothesis. Next, it needs to be found out how consumers of both genders react to outdoor hoardings with regards to brand awareness, brand perception, attitude, purchase intention/behaviour. For this an independent sample T test was used. The following were the results of the test.

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Brand Awareness	Male	100	3.6000	1.04447	.10445
	Female	100	3.6800	.94152	.09415
Brand Perception	Male	100	3.3900	1.02391	.10239
	Female	100	3.7000	.94815	.09482
Attitude	Male	100	3.4300	1.01757	.10176
	Female	100	3.4000	1.00504	.10050
Purchase intention	Male	100	3.4800	1.04910	.10491
	Female	100	3.4500	1.02863	.10286
Purchase behaviour	Male	100	3.2700	.99346	.09935
	Female	100	3.5100	.84680	.08468

Table no 7. Group statistics.

The above table shows that the means are almost equal. However, an Independent samples T test must be used to find out whether the differences in the means is statistically different.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand Awareness	Equal variances assumed	2.765	.098	-.569	198	.570	-.08000	.14062	-.35730	.19730
	Equal variances not assumed			-.569	195.906	.570	-.08000	.14062	-.35732	.19732
Brand Perception	Equal variances assumed	1.829	.178	-2.221	198	.027	-.31000	.13955	-.58519	-.03481

	Equal variances not assumed			-2.221	196.842	.027	-.31000	.13955	-.58520	-.03480
Attitude	Equal variances assumed	.024	.878	.210	198	.834	.03000	.14302	-.25204	.31204
	Equal variances not assumed			.210	197.970	.834	.03000	.14302	-.25204	.31204
Purchase intention	Equal variances assumed	.029	.864	.204	198	.838	.03000	.14692	-.25974	.31974
	Equal variances not assumed			.204	197.923	.838	.03000	.14692	-.25974	.31974
Purchase behaviour	Equal variances assumed	1.331	.250	-1.839	198	.067	-.24000	.13054	-.49742	.01742
	Equal variances not assumed			-1.839	193.154	.068	-.24000	.13054	-.49746	.01746

Table no 8. Independent sample test.

According to the above table, the Brand Awareness, attitude, purchase intention and purchase behaviour are statistically equal as the P values are greater than 0.05. The difference only lies in the brand perception. However, it must be noted that there are several studies which show that the brand perception among males and females is different. Since the majority of the factors are statistically equal, we can accept the null hypothesis and accept that “Consumers of both genders react to outdoor hoardings with regards to purchase intention and purchasing behaviours at retail stores in the same way.”

### Conclusion

The results of the study show that consumers of both genders react to outdoor hoardings with regards to purchase intention and purchasing behaviours at retail stores in the same way. Moreover, there is a slight difference in brand perceptions between males and females but it is not statistically significant. Thus, advertisers should be aware that they can target all genders when creating their advertising campaigns, as they will respond in similar ways. This research further highlights how important it is for marketers to understand their target audience when designing effective marketing strategies that meet consumer needs and create desired outcomes. Overall, this research has highlighted the similarities between male and female responses towards outdoor hoardings at retail stores. It provides valuable insights into how consumers perceive these ads and how marketers can best utilize them for effective advertising campaigns. The findings of this research suggest that outdoor hoardings are an important tool for marketers to target both genders and create effective advertising campaigns as consumers of both genders react similarly when exposed to such advertisements. This research can be used by marketers to understand the impact of their advertisements on different demographics and make informed decisions about the design, placement and messaging strategies used in the campaign. Furthermore, further studies should be conducted in order to understand the differences between male and female responses towards outdoor hoardings further. This will help us better understand how we can use these ads effectively to reach our target audience and maximize their potential.

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