

OUTDOOR ADVERTISING AND CUSTOMER PATRONAGE OF TELECOMMUNICATION DATA BUNDLES

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ABSTRACT

The purpose of this paper was to empirically reveal the effect of outdoor advertising media (billboard, lamp post and point-of-sales) on customer patronage of telecommunication data bundles. Cross sectional survey research design was adopted and primary data were collected from 232 subscribers of telecommunication in Nigeria using structured questionnaire. The data obtained were analyzed using simple linear regression. Findings of the study revealed that billboard, lamp post and point-of-sale advertising had significant effect on customers' patronage of telecommunication data bundles. The study recommended that outdoor advertisement (billboard, lamp post and point-of-sales) should be used by telecommunication companies in creating awareness and increasing customers' patronage of data bundles especially in a society where there is erratic power supply and inability of

subscribers to have access to television and/or radio, print media (newspaper, magazine etc.) advert.

Keywords: Outdoor advertising, billboard, lamp post and point-of-sales and customer patronage

1. Introduction

The adoption and application of new technologies and methods in the field of marketing have created various platforms for business organizations to reach their target markets and execute their marketing campaigns and operations. Specifically in the advertising world, new technologies and methods have created new tools and media for advertisers to execute their advertising campaigns to their target audiences in order to effectively achieve established advertising objectives (Henderson, Charlene & Cruz, 2018). The authors further observed that

among the advertising tools and media created by new technologies are outdoor advertising, social media advertising, television advertising, mobile advertising, online advertising, display advertising, radio advertising, print advertising, to mention a few.

Ukhaev and Viktoh (2012), asserted that outdoor advertising is a useful strategy adopted by business organizations to advertise products, services and ideas to intended target customers in order to create awareness, persuade and encourage customer patronage. In cities and towns with huge populations of busy working class individuals who barely have enough time to watch the television, listen to radio or visit social media platforms, outdoor advertising media can be an effective and efficient way of bringing a company's advertising campaigns to such customers in a subtle but potent manner. This is because outdoor advertising campaigns are placed in strategic outdoor locations like busy roads, train stations, grocery stores, and locations with heavy commercial activity, so customers find it difficult to evade these campaigns due to the fact that they are just right in front of customers almost everywhere they turn (Khan & Farun, 2013). Similarly, Alexander and John (2012) maintain that outdoor advertising is one of the most easily accessible media of advertising due to the fact that it is placed in locations where customers visit almost on a daily basis such as schools, bus stations, major roads, shopping malls, highways, substations, business places and other consumer residential neighbourhoods.

Wroblewski (2018) noted that billboard advertising is the adoption and utilization of billboards for the execution of advertising campaigns of business firms. It is the process of presenting and promoting an organization's products services or ideas using billboards as a medium. Lamp post advertising, in the view of Peer (2016), is the process in which business organizations use lamp posts on major roads or traffic lights to display, and promote their products and

services to motorists and pedestrians. Furthermore, Bergeron (2014) views point-of-sale advertising as the process of advertising a company's products and services at places where they are bought using banners, danglers, sign posts, hangers, floor stand displays, among others. The advertisement is displayed at the point of purchase or where the purchase decision is made in order to encourage customers to engage in impulse buying actions in favour of the advertised item.

The subject "outdoor advertising media and customer patronage" has received vast research attention from scholars around the world. This is due to the importance of outdoor advertising and its widespread adoption by business firms around the world. However, there seems to be a lack of consensus among scholars on the nature of relationship between outdoor advertising media and customer patronage. While some scholars affirm the existence of a significant positive relationship between outdoor advertising media (Henderson, Charlene & Cruz, 2018; Osei & Annang, 2014; Kumingto & Wumbana, 2017), others refute the existence of such relationships between the variables (Ukhaev & Viktoh, 2012; Tao, Ming & Zhang, 2016). In Nigeria were most persons leave their homes very early to catch-up with different activities of life, the erratic power supply and people not interested to buy/read newspapers, the outdoor advertising seems to be an imperative marketing tool used in creating awareness and patronage for a firm's products. Against this backdrop, this study rigorously examined the effect of outdoor advertising media on customer patronage of telecommunication data bundles, Calabar, Cross River State, Nigeria.

1.1 Objectives of the study

1. Ascertain the effect of billboard advertising on customer patronage of telecommunication data bundles.
2. Determine the effect of lamp post advertising on customer patronage of data bundles.

3. Determine the effect of point-of-sale advertising on customer patronage of data bundles.

1.2 Research hypotheses

1. **Ho:** Billboard advertising has no significant effect on customer patronage of telecommunication data bundles.
2. **Ho:** Lamp post advertising has no significant effect on customer patronage of data bundles.
3. **Ho:** Point-of-sale advertising has no significant effect on customer patronage of data bundles.

2. Literature review

2.1 AIDA theory of advertising

The AIDA model was propounded by Lewis (1961) is an approach used by advertisers to describe the different phases of consumer engagement with an advertisement. American advertising and sales Pioneer, Elias Elmo Lewis is largely credited for developing the AIDA model in 1961. AIDA stands for “attention, interest, desire and action”. It is an acronym used in marketing, which helps marketing managers develop effective communication strategies and communicate with customers in a way that better responds to their needs and desires.

AIDA describes a series of events that occur to a consumer when he views an advertisement. Each letter of the acronym stands for the following:

- a) The “A” represents attention or awareness, and the ability to attract the attention of the consumers.
- b) The “I” is interest and points to the ability to raise the interest of consumers by focusing on and demonstrating the advantages and benefits (instead of focusing on features, as in traditional marketing) of the products.
- c) The “D” represents desire. The advertisement should convince consumers that they want and desire the product or service because it will satisfy their needs.

- d) The “A” is action, which leads consumers towards taking action by purchasing the product or service.

Applied to this study, the AIDA theory suggests that telecommunication subscribers go through four (4) important stages when they are exposed to the outdoor media advertising campaigns and these stages include attention, interest, desire and action. According to the theory, the outdoor media advertising campaigns function by creating customers’ awareness of the variety of internet data bundles available; generating consumers’ interest and desire for the internet data bundles and influencing or encouraging positive action (in terms of patronage or subscription) from existing and potential customers of the network. These outdoor media advertising campaigns may come in three (3) forms, namely: billboard advertising, lamp post advertising and point-of-sale advertising. These outdoor advertising media platforms are utilized by telecommunication firms to gain the attention, interest, desire and action (patronage or data subscription) of customers. However, the theory maintains that for outdoor media advertising campaigns to be effective at influencing customer patronage of internet data bundles, they should be creatively, attractively, and innovatively designed and executed in a way that clearly communicates the advantages and benefits of the internet data bundles to subscribers.

2.2 Conceptual framework

This study examined the effect of outdoor advertising media on customer patronage of data bundles. To determine the effect of the independent variable (outdoor advertising media: billboard advertising, lamp post advertising and point-of-sale advertising) on the dependent variable (customer patronage) of internet data bundles. The model below presents the hypothesized relationship between the independent variable and dependent variable in this study:

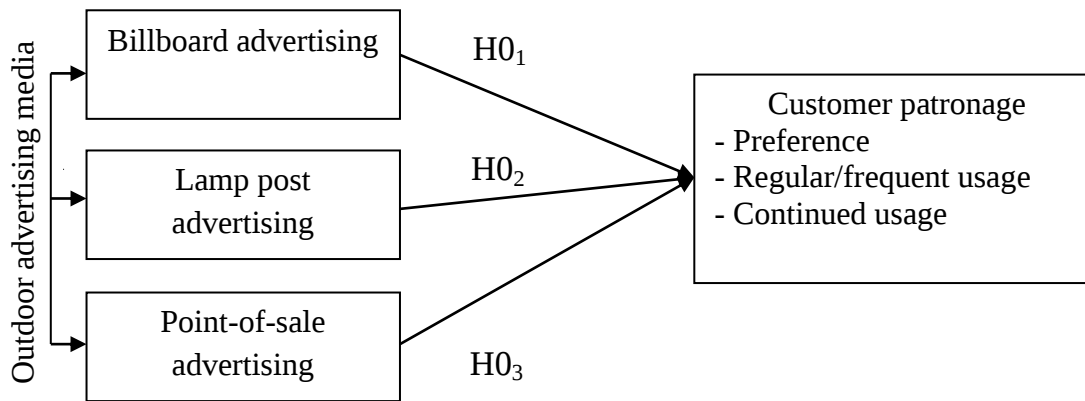


Fig. 2: Conceptual framework

Source: Researcher's model (2019)

2.3 Concept of outdoor advertising media

Outdoor advertising is the adoption and utilization of out-of-home media to execute the advertising campaigns of organizations (profit and not-for-profit organizations). It is the use of outdoor media to advertise the products, services, ideas and activities of an organization (Henderson, Charlene & Cruz, 2018). According to Peasah, Abrantie and Mensah (2019), outdoor advertising is presented using various out-of-home media such as billboards, lamp posts, point-of-sale displays, promotional vehicles on the roads, among others. The authors define outdoor advertising as the non-personal and paid for presentation and promotion of ideas, goods and services by an identified sponsor using out-of-home media like billboards and sign boards or post. The authors further assert that the most important benefit of outdoor advertising compared to other advertising media is that the audience cannot discard or even click away from it.

Outdoor advertising, also known as out-of-home media, is advertising that reaches the consumers while they are outside their homes. It is focused on marketing to consumers when they are "on the go" in public places, in transit, waiting (such as in a medical office), and/or in specific commercial locations (such as in a retail venue) (Wembley, 2011). In the view of Sesto (2018), outdoor or out-of-home advertising

includes any type of advertising done outdoors to grab the attention of the target audience. The most popular format of outdoor advertising is billboard advertising, but there are a range of other options, many of which now include digital components. Memphilia (2019) asserts that outdoor media advertising is an effective medium for advertising products and services to a wide range of audience in order to create market awareness and influence customer patronage. Furthermore, Nguyen (2018) opines that outdoor advertising is an effective way to market a brand. The author asserts that studies have shown that on the average, people spend about 20 hours per week in a vehicle and approximately travel more than 200 miles a week. Due to the amount of people being exposed to outdoor activities and locations, advertising using out-of-home media is one of the best ways of getting a message across to a company's intended target audience. The author further maintains that outdoor advertising is a reliable method an organization can employ to reach its target audience and gain fast attention. However, the author cautions that competition is high with outdoor advertising; therefore, a firm can only stand out with good graphic design, which will enable it gain massive consumer attention and significant consumer responses. Hence, it is critical for an organization deploying outdoor media advertising campaigns to invest in high quality graphic design work in order to break through

competitive clusters and grab customers' attention.

2.4 Billboard advertising and customer patronage

Wikipedia (2019) observes that a billboard is a large outdoor advertising structure (a billing board), typically found in high-traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically showing slogans and distinctive visuals, billboards are highly visible in the top designated market areas. Wikipedia (2019) further explains that the largest ordinary-sized billboards are located primarily on major highways or principal expressways and command high-density consumer exposure (mostly to vehicular traffic). According to Tucker (2016), billboard advertising is the presentation of a company's advertising campaigns to the target audience using billboards as the medium. In the view of Chaplin (2018), billboards are placed at high-traffic highways as well as along less-traveled roads in non-urban areas. Drivers see them almost anywhere because they are an efficient and cost-effective means of communicating information that is geographically important – the location of the closest chain fast food restaurant on the route, the nearest motel, or campgrounds at the next exit.

Takana, Shinoto and Akudugawa (2018) opined that billboard advertisements are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it. They have to be readable in a very short time because they are usually read while being passed at high speeds. Thus there are usually only a few words, in large print, and a humorous or arresting image in brilliant colours. Similarly, Abdul, Bansul and Mohammad (2017) maintain that billboard advertising is targeted at motorists, pedestrians and visitors of a given location, establishment or geographical area. The campaign is placed in high-activity or

strategic city centers or locations where a significant number of consumers is likely to be found.

Billboard advertising presents an organization's products and services; creates customer awareness about the existence of these products and services; and provides retailers' contacts and locations where purchases can be made. In doing so, billboard advertising facilitates customer patronage of products and services. Supporting the foregoing premise, the study of Timipre, Ebikabomo and Chidi (2018) revealed that billboard advertising, among other outdoor advertising media, had a significant positive effect on customer patronage of deposit money banks in Bayelsa State. Similarly, the study of Abdul, Bansul and Mohammad (2017) revealed that billboard advertising, among other advertising platforms, had a significant impact on customer patronage of fast-moving consumer goods in Yemen.

2.5 Lamp post advertising and customer patronage

A lamp-post is a tall metal or concrete pole that is fixed beside a road and has a light at the top. It is a tall post with a light mounted at the side of roads or in public places for illumination or directions. Lamp post advertising is therefore the execution of advertising campaigns through lamp posts mounted in busy roads, public spaces or highways for improved vehicular and pedestrian visibility (Bagwell, Walker, Kellerman & Ryan, 2016). The authors further maintain that lamppost advertising is one of the most traditional forms of outdoor advertising because of its ability to guarantee exposure in high traffic locations. Lampposts provide advertisers with the ability to specifically target their desired geographical locations and target specific consumers. It is desirable to advertisers because it guarantees excellent visibility both night and day; offers eye-catching and desirable locations for daily audiences; remains durable, weather-resistant; and is cost effective.

According to Tucker (2016), lamp post advertising is very similar to billboard advertising due to the fact that both advertising media are placed or mounted in public places like roads, streets, highways, overpasses, among others. However, they are different because a billboard is larger, wider, and has more capacity to contain many words and designs than lamp posts, which can only carry a few words and graphic designs. Similarly, compared to billboards, lamp posts are less expensive as an advertising medium, which is part of the reason why they are mostly being preferred by small sized enterprises. Timipre, Ebikabomo and Chidi (2018) assert that in addition to the cost-effectiveness of lamp post advertising, it also has the capacity to increase the visibility of an organization's campaigns thereby increasing brand exposure and awareness for its products and services. The authors further observe that an interesting feature of lamp post banners is that the same advertisement or banner can be put on a number of street lights in a sequence, hence increasing brand attention among drivers even in high-traffic areas. The repetition of the same advertisement makes people to remember the brand for a long time. The authors suggest that a firm can position lamp post advertisements beside schools, universities, terminal areas of buses, markets, business zones, malls, etc., to reach specific target groups. These lamp posts advertisements are directly hanged on poles with above head height or sometimes on eye level. This allows people to read the message easily.

According to Abdul, Bansul and Mohammad (2017), lamppost advertising has the following advantages in a developed city: it is a low cost advertisement; has a wide reach; allows firms to target specific age groups; easily attracts the masses; requires a small space; it is easy to locate; and it takes less time to make. The authors further maintain that lamp post banners are getting popular due to their simplicity and effectiveness. It has proven to be a boom for local brands by helping them to drive huge traffic at low

costs. The only need is to create bright and noticeable advertising designs on banners to ensure the best returns. Business organizations across industries have utilized lamp posts to display their advertising campaigns on high-activity streets, highways and highly populated roads, thereby gaining massive awareness and customer patronage for their products and services.

Supporting the foregoing premise, Peasah, Abrantie and Mensah (2019) found in their study that lamp post advertising, among other outdoor advertising media, had a significant positive relationship with customer patronage, customer loyalty and sales performance of telecommunications companies in Ghana. Also, the study of Takana, Shinoto and Akudugawa (2018) revealed that lamp post advertising, among other outdoor advertising media, had a significant positive impact on customer patronage of new mobile phone technologies in Tokyo.

2.6 Point-of-sale advertising and customer patronage

Point-of-sale advertising is a specialized form of outdoor media advertising in which products and services are advertised at the places where they are bought or sold (Tucker, 2016). According to Ahmed (2019), the main objective of point-of-sale advertising is to influence the customer to make a purchase, but there are several other objectives organizations may wish to achieve by point-of-sale advertising, such as: increase revenue through last-minute purchasing decisions of low-priced items; creating brand awareness by placing the point-of-sale display in high-traffic areas such as near the cash register or by the store entrance; building a meaningful customer experience by making it convenient to purchase products; and creating customer engagement by using mobile marketing and offering personalized information or product discounts.

In the view of Grandeur (2018), point-of-sale displays are in-store presentations and

exhibitions of products and services along with relevant information in order to create awareness and encourage customer patronage. Effective point-of-sale displays increase customers' awareness and interest in the products/services on display and improve sales volume for the promoted products or services. Point-of-sale advertising constitute an integral part of store atmospherics and play a useful role in retail store promotions. Furthermore, the author believes the following to be the objectives of point-of-sale advertising: driving brand image and brand sales; strengthening brand awareness and improving brand recognition at the point of sale; increasing sales and multiple sales through the presentation of merchandise, windows and point-of-sale material; creating comfortable, enjoyable, and exciting shopping environment for consumers; bringing about maximum product exposure; providing product/service information to customers; and generating additional sales through impulse buying. Also, Merritt (2016) presents the following as the advantages of point-of-sale advertising to business organizations: increase in brand awareness, versatility of display, cost-effectiveness, increase in sales, and increase in impulsive buying.

As maintained by Tucker (2016), point-of-sale advertising is an important type of outdoor advertising media that uses special items and channels within the buying environment to encourage more patronage from customers. In a restaurant for instance, a customer may enter to buy a particular meal type, but there are various kinds of assorted meal displays at the restaurant. This may trigger the customer to engage in impulse or unplanned buying due to the point-of-sale display at the restaurant. Similarly, Takana, Shinoto and Akudugawa (2018) are of the opinion that point-of-sale advertising is effective at generating more sales at the place where a product is sold by influencing consumers to make impulsive buying decisions in response to appealing and well-designed advertising campaigns within or

around the buying environment. The authors further maintain that point-of-sale materials are used for executing advertising campaigns, exhibitions and presentations. As an effective marketing tool, well thought out and properly presented point-of-sale materials attract consumers' attention and promote a company's brand. Due to their appealing and informative nature, point-of-sale materials are capable of stimulating purchases directly at the point of sale.

Supporting the assertions above, Tucker (2016) found in his study that point-of-sale advertising, among other outdoor advertising media, significantly improved customer purchase of electronic products in shopping malls in Ontario, Canada. Similarly, the study of Bagwell, Walker, Kellerman and Ryan (2016) revealed that point-of-sale advertising, among other outdoor advertising media, had a significant effect on consumer purchase behaviour towards automobiles in Michigan. Finally, it was found in the study of Abdul, Bansul and Mohammad (2017) that point-of-sale advertising had a significant impact on customer patronage of fast-moving consumer goods in Yemen.

2.7 Empirical review

This section reviews already-conducted research investigations on “outdoor advertising media and customer patronage” in order to assess the methodologies and findings of previous researchers on the subject. The focus of this empirical review is on the following studies: Timipre, Ebikabomo and Chidi (2018) in Bayelsa State, Nigeria; Abdul, Bansul and Mohammad (2017) in Yemen; Peasah, Abrantie and Mensah (2019) in Ghana; Bagwell, Walker, Kellerman and Ryan (2016) in Michigan; Tucker (2016) in Canada; and Takana, Shinoto and Akudugawa (2018) in Tokyo.

Timipre, Ebikabomo and Chidi (2018) examined the “effect of outdoor media advertising on customer patronage of deposit money banks in Bayelsa State, Nigeria.” The study aimed at determining the effect of

billboard advertising, point-of-sale advertising, lamp post advertising and posters on customer patronage of deposit money banks in Bayelsa State, Nigeria. Using structured questionnaire, primary data were collected from 202 customers of 6 deposit money banks in Yenegoa, namely: First Bank Nigeria Limited, United Bank for Africa Plc, Guaranty Trust Bank Plc, Access Bank Plc, Zenith Bank Plc and Polaris bank Plc. Simple linear regression in the Statistical Package for the Social Sciences (SPSS) was employed to test the null hypotheses developed for the study. Consequently, the study found that billboard advertising, point-of-sale advertising, lamp post advertising and posters had a significant positive effect on customer patronage of deposit money banks in Bayelsa State. Hence, the study concludes that outdoor media advertising had a significant positive effect on customer patronage of deposit money banks in Bayelsa State, Nigeria.

Abdul, Bansul and Mohammad (2017) conducted a study on “assessing the impact of outdoor advertising media on customer patronage of fast-moving consumer goods in Yemen.” The study focused on investigating the impact of vehicle advertising, lamp post advertising, billboard advertising, point-of-sale advertising and transit advertising on customer patronage of fast-moving consumer goods in Sana’, Yemen. A combination of structured questionnaire and oral interview methods was adopted to elicit primary data from 158 consumers of packaged fast-moving consumer goods in Sana’, Yemen. Multiple regression analytical technique was used to analyze the primary data collected for the study. It was found that vehicle advertising, lamp post advertising, billboard advertising, and point-of-sale advertising had significant impacts on customer patronage of fast-moving consumer goods in Yemen, while transit advertising had no significant impact in this regard. Therefore, the study concludes that outdoor advertising media had a significant impact on customer patronage of fast-moving consumer goods in Yemen. Also,

Peasah, Abrantie and Mensah (2019) conducted a study on “Evaluation of the relationship between outdoor advertising and marketing performance of telecommunications companies in Ghana.” Primary data were collected from 304 telecommunications subscribers in Accra, Kumasi, Takoradi and East Legon Regions of Ghana using structured electronic questionnaire (e-questionnaire). Pearson Product Moment Correlation in the Statistical Package for the Social Sciences (SPSS) was adopted to analyze the primary data elicited from subscribers. The findings of the study revealed that poster advertising, billboard advertising, lamp post advertising and retail advertising had a significant positive relationship with customer patronage, customer loyalty and sales performance of telecommunications companies in Accra, Kumasi, Takoradi and East Legon Regions of Ghana. On that basis, the study concludes that outdoor advertising was significantly and positively related to the marketing performance of telecommunications companies in Ghana.

Similarly, Bagwell, Walker, Kellerman and Ryan (2016) examined “outdoor advertising media and consumer purchase behaviour towards automobiles in Michigan”. The purpose of the study was to highlight the effect of outdoor advertising media (billboard advertising, point-of-sale advertising, vehicle advertising and poster advertising) on consumer purchase behaviour towards automobiles in Michigan. Personal interview and structured questionnaire were the data collection instruments used to elicit primary data from 65 car buyers at automobiles dealers’ factories and shops across Michigan. The study adopted simple linear regression to analyze the data collected with the help of the Statistical Package for the Social Sciences (SPSS). Consequently, the findings of the study revealed that all outdoor advertising media tested (billboard advertising, point-of-sale advertising, vehicle advertising and poster advertising) had a significant effect on consumer purchase behaviour towards

automobiles in Michigan. Therefore, the study came to the conclusion that outdoor advertising media had a significant positive effect on consumer purchase behaviour towards automobiles in Michigan.

Furthermore, Tucker (2016) examined the “effect of outdoor advertising on customer purchase of electronic products in Canada.” Semi-structured questionnaire was used to collect primary data from 78 consumers of electronic products at shopping malls in Ontario, Canada. Chi-square analytical tool was employed to test the primary data collected. The study revealed that point-of-sale advertising, retail advertising, posters, and billboard advertising significantly improved customer purchase of electronic products in Ontario shopping malls. Consequently, the study concludes that outdoor advertising had a significant effect on customer purchase of electronic products in Canada. Finally, Takana, Shinoto and Akudugawa (2018) investigated the “Impact of outdoor advertising on customer patronage of new mobile phone technologies in Tokyo.” The aim of the study was to unravel the impact of billboard advertising, point-of-sale advertising, lamp post advertising and transit advertising on customer patronage of new mobile phone technologies in Tokyo. Primary data were elicited from 104 mobile phone users in Tokyo using email-delivered questionnaire copies. Multiple regressions in

the Statistical Package for the Social Sciences (SPSS) was adopted to analyze the data collected. Subsequently, it was found that billboard advertising, point-of-sale advertising, lamp post advertising and transit advertising had significant positive impacts on customer patronage of new mobile phone technologies in Tokyo. Therefore, the study reached the conclusion that outdoor advertising had a significant positive impact on customer patronage of new mobile phone technologies in Tokyo.

3. Methodology

This study was conducted in Calabar and adopted cross-sectional survey research design. This study adopted 246 subscribers. Cluster sampling technique was used for the study. The cluster groups were divided into Calabar municipal and Calabar south Local Government Areas. Both clusters were divided into wards and further reduced to enumeration areas obtained from zip codes (major streets). This study used primary data to arrive at findings and generalizations. The questionnaire was divided into two sections A and B. Section A contained bio-data of respondents and section B consist statements related to the variables used in the study (billboard advertising, lap post advertising, point-of-sales advertising and customer patronage). Data obtained from the study were analyzed using simple regression analysis.

4. Results

Hypothesis 1

Ho: Billboard advertising has no significant effect on customer patronage of telecommunication data bundles.

Table 1
Model summary of the effect of billboard advertising on customer patronage of telecommunication data bundles.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893 ^a	.763	.760	2.386

a. Predictors: (Constant), Billboard advertising

Table 2

ANOVA^a of the effect of billboard advertising on customer patronage of telecommunication data bundles.

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1319.966	1	1319.966	742.388	.000 ^b
Residual	408.913	230	1.778		
Total	1728.879	231			

a. Dependent Variable: Customer patronage

b. Predictors: (Constant), Billboard advertising

Table 3

Coefficients^a of the effect of billboard advertising on customer patronage of telecommunication data bundles.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.273	.606		8.703	.000
Billboard advertising	.523	.061	.893	8.590	.000

a. Dependent Variable: Customer patronage

Interpretation of result

The results on Tables 1, 2 and 3 show the linear regression analysis of the effect of billboard advertising on customer patronage of telecommunication data bundles. Table 1 which is the model summary reveals that the correlation (relationship) between both variables (billboard advertising and customer patronage) is 89.3 percent (as seen in the R column), which indicates a very strong degree of correlation. The coefficient of determination (R^2) of 0.763 indicates that up to 76.3 percent of the variants in the dependent variable (customer patronage) is explained or predicted by the independent variable (billboard advertising). This implies that a unit change in billboard advertising will affect customer patronage of 9Mobile's internet data bundles by up to 76.3 percent when other factors are held constant.

The F-test (742.388, $P < 0.05$) statistic in Table 2 indicates that the overall prediction of the dependent variable by the independent variable is statistically significant; therefore, the regression model provides substantive evidence to conclude that billboard advertising has a significant effect on customer patronage of 9Mobile's internet data bundles. Also, the coefficient table (Table 3) shows that the independent variable (billboard advertising) significantly contributes to the model as the P value (0.000) is less than 0.05 error margin, and the t-test result ($t = 8.590$) explains that the relationship between both variables is a direct and positive one. Hence, the null hypothesis is rejected, and the alternative hypothesis is accepted, leading to the conclusion that billboard advertising has a significant effect on customer patronage of telecommunication data bundles.

Hypothesis 2

H₀: Lamp post advertising has no significant effect on customer patronage of telecommunication data bundles.

Table 4

Model summary of the effect of lamp post advertising on customer patronage of telecommunication data bundles.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.724	.720	2.700

a. Predictors: (Constant), Lamp post advertising

Table 5

ANOVA^a of the effect of lamp post advertising on customer patronage of telecommunication data bundles.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1251.802	1	1251.802	603.569	.008 ^b
	Residual	477.077	230	2.074		
	Total	1728.879	231			

a. Dependent Variable: Customer patronage

b. Predictors: (Constant), Lamp post advertising

Table 6

Coefficients^a of the effect of lamp post advertising on customer patronage of telecommunication data bundles.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.241	.793		10.390	.000
	Lamp post advertising	.185	.070	.873	2.665	.008

a. Dependent Variable: Customer patronage

Interpretation of result

The results on Tables 4, 5 and 6 show the linear regression analysis of the effect of lamp post advertising on customer patronage of data bundles. Table 4 which is the model summary reveals that the correlation (relationship) between both variables (lamp post advertising and customer patronage) is 87.3 percent (as seen in the R column), which indicates a very strong degree of correlation. The coefficient of determination (R^2) of 0.724 indicates that up to 72.4 percent of the variants in the dependent variable (customer patronage) is explained or predicted by the independent variable (lamp post advertising). This implies that a unit change in lamp post advertising will affect customer patronage of 9Mobile's internet data bundles by up to 72.4 percent when other factors are held constant.

The F-test (603.569, $P < 0.05$) statistic in Table 5 indicates that the overall prediction of the dependent variable by the independent variable is statistically significant; therefore, the regression model provides substantive evidence to conclude that lamp post advertising has a significant effect on customer patronage of data bundles. Also, the coefficient table (Table 6) shows that the independent variable (lamp post advertising) significantly contributes to the model as the P value (0.008) is less than 0.05 error margin, and the t-test result ($t = 2.665$) explains that the relationship between both variables is a direct and positive one. Hence, the null hypothesis is rejected, and the alternative hypothesis is accepted, leading to the conclusion that lamp post advertising has a significant effect on customer patronage of data bundles.

Hypothesis 3

Ho: Point-of-sale advertising has no significant effect on customer patronage of telecommunication data bundles.

Table 7
Model summary of the effect of point-of-sale advertising on customer patronage of telecommunication data bundles.

Model		R Square	Adjusted R Square	Std. Error of the Estimate
1	.535 ^a	.412	.408	2.740

a. Predictors: (Constant), Point-of-sale advertising

Table 8
ANOVA^a of the effect of point-of-sale advertising on customer patronage of telecommunication data bundles.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	712.068	1	712.068	161.065	.000 ^b
	Residual	1016.811	230	4.421		
	Total	1728.879	231			

a. Dependent Variable: Customer patronage

b. Predictors: (Constant), Point-of-sale advertising

Table 9
Coefficients^a of the effect of point-of-sale advertising on customer patronage of telecommunication data bundles.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.789	.945		11.413	.000
	Point-of-sale advertising	.042	.080	.535	4.525	.000

a. Dependent Variable: Customer patronage

Interpretation of result

The results on Tables 7, 8 and 9 show the linear regression analysis of the effect of point-of-sale advertising on customer patronage of telecommunication data bundles. Table 7 which is the model summary reveals that the correlation (relationship) between both variables (point-of-sale advertising and customer patronage) is 53.5 percent (as seen in the R column), which indicates a strong degree of correlation. The coefficient of determination (R^2) of 0.412 indicates that up to 41.2 percent of the variants in the dependent variable (customer patronage) is explained or predicted by the independent variable (point-of-sale advertising). This implies that a unit change in point-of-sale

advertising will affect customer patronage of data bundles by up to 41.2 percent when other factors are held constant.

The F-test (161.065, $P < 0.05$) statistic in Table 8 indicates that the overall prediction of the dependent variable by the independent variable is statistically significant; therefore, the regression model provides substantive evidence to conclude that point-of-sale advertising has a significant effect on customer patronage of internet data bundles. Also, the coefficient table (Table 9) shows that the independent variable (point-of-sale advertising) significantly contributes to the model as the P value (0.000) is less than 0.05 error margin, and the t-test result ($t = 4.525$)

explains that the relationship between both variables is a direct and positive one. Hence, the null hypothesis is rejected, and the alternative hypothesis is accepted, leading to the conclusion that point-of-sale advertising has a significant effect on customer patronage of internet data bundles.

Discussion of findings

Upon testing the first hypothesis, the findings revealed that billboard advertising has a significant effect on customer patronage of data bundles. This finding is supported by the study of Timipre, Ebikabomo and Chidi (2018), which revealed that billboard advertising had a significant positive effect on customer patronage of deposit money banks in Bayelsa State. This finding is also supported by the study of Abdul, Bansul and Mohammad (2017), which found that billboard advertising had a significant impact on customer patronage of fast-moving consumer goods in Yemen. The implication of these findings is that billboard advertising has been proven to be an essential outdoor advertising media that significantly improves customer patronage of organizations regardless of industry or geographical location of application. When properly planned and executed, billboard advertising campaigns can significantly enhance the customer patronage of business organizations.

The second hypothesis test revealed that lamp post advertising has a significant effect on customer patronage of telecommunication data bundles. This finding is backed by the study of Peasah, Abrantie and Mensah (2019), which found that lamp post advertising had a significant positive relationship with customer patronage, customer loyalty and sales performance (marketing performance) of telecommunications companies in Ghana. Similarly, the finding is backed by the study of Takana, Shinoto and Akudugawa (2018) which revealed that lamp post advertising had a significant positive impact on customer patronage of new mobile phone technologies in Tokyo. The implication of these findings is

that lamp post advertising has been proven to be an essential outdoor advertising media that significantly improves customer patronage of organizations regardless of industry or geographical location of application. When properly planned and executed, lamp post advertising campaigns can significantly enhance customer patronage as well as the marketing performance of business organizations.

Finally, the third hypothesis test revealed that point-of-sale advertising has a significant effect on customer patronage of telecommunication data bundles. This finding is in harmony with the study of Tucker (2016), which also found that point-of-sale advertising significantly improved customer purchase of electronic products in shopping malls in Ontario, Canada. Also, the finding is backed by the study of Bagwell, Walker, Kellerman and Ryan (2016), which found that point-of-sale advertising had a significant effect on consumer purchase behaviour towards automobiles in Michigan. The implication of these findings is that point-of-sale advertising has been proven to be an essential outdoor advertising media that significantly improves customer patronage of organizations regardless of industry or geographical location of application. When properly planned and executed, point-of-sale advertising campaigns can significantly enhance the customer patronage of business organizations.

Conclusion

In Nigeria where most persons leave their homes very early to catch-up with different activities of life and the erratic power supply have made the outdoor advertising an imperative marketing tool used in creating awareness and patronage for a firm's products. The study concludes that outdoor advertising media has a significant effect on customer patronage of data bundles. The outdoor advertising remains an essential marketing tool in ensuring product awareness and customer patronage.

Recommendations

1. Billboard advertising should be encouraged to provide customers with adequate information on available data bundles such as the benefits, subscription codes and validity periods of the plans so as to increase customer patronage.
2. Lamp post advertising campaigns along busy roads and other strategic centers should be increased in order to extensively promote its internet data services to customers and obtain patronage.
3. Adopt increase point-of-sale materials such as banners, danglers and hangers to displays promotional information about available data bundles to improve customers' patronage.

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