

Influence of Outdoor Advertising on Direct Brand Contact of Customers in Abuja FCT

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Abstract

This study investigates the influence of outdoor advertising on customers' direct brand contact in Abuja, Federal Capital Territory (FCT). The research objective is to determine the extent of exposure to outdoor advertising among customers and to assess which outdoor formats most strongly facilitate direct brand contact. A survey research design was employed with a population of 3,713,408 (NBS, 2022); simple random sampling was used across the area councils to select 400 respondents who completed a questionnaire. Data were collated and analyzed using simple frequency and percentage scores. Key findings indicate that customers are exposed to outdoor advertising and that billboard advertising generates more direct brand contact than other advertising forms in the FCT. The study concludes that outdoor advertising is effective in fostering direct brand contact. The contribution and implication of these findings are that advertisers should prioritize and increase investment in outdoor platforms, particularly billboards to enhance audience impact and strengthen brand–customer touchpoints in Abuja.

Keywords: Outdoor Advertising; Direct Brand Contact; Billboard Advertising; Audience Exposure; Survey Research; Abuja FCT; Advertising Effectiveness

Introduction

Outdoor advertising is a medium of advertising which is used to reinforce the recall of brand names and payoffs (Okoro, 1998, p. 158). It is one of the channels of mass communication. It is a medium usually used for the dissemination of information or advertising message to a mass audience. The outdoor media have been described severally as “out-of-home media” and as the “traffic or position” media since they depend on people and /or vehicular traffic passing by their locations to deliver their advertising message (Amaechi, 1991, p.77). The billboard as a type of outdoor advertising is asserting itself as a powerful medium for the introduction of new products, with its appeal to all classes of consumers and its high visual impact. Billboard advertising generally belongs to the point of purchase (POP). It is one of the most effective outdoor advertising techniques that is reused in business every day. This explains why Russell and Lane (1962, p.50) cited in Mbadi (2005, p.65) assert that “billboard survived the decline of the Roman Empire to become the decorative art of Europeans in the seventeenth and eighteenth centuries”. In contemporary Nigerian society, the use of models has been predominant and widespread in billboard advertising which has brought tremendous change, especially in the sales of products.

Belch and Belch (2001) opine that companies spend huge sums of money to have models appear in their advertisements. This is because of the attractive force in drawing the attention of people to the product, sustaining their interest, and giving the product a personality. A model is a person employed to display, advertise and promote commercial products (notably fashion clothing) or to serve as a subject of works of art. Nigeria is one of the largest advertising markets in Africa, and outdoor advertising through billboards, vehicle signs, and other means is one of the oldest and most visible forms of advertising (Asemah,2020). In 2018, outdoor advertising accounted for 28% of total media spending in Nigeria, behind only TV advertising (Nwabueze, 2014). Despite its wide use, the effectiveness of outdoor advertising has always been more difficult to measure than that of TV and radio, which can be measured through viewership statistics, or online ads, which directly track clicks and conversions (Geopoll,2020). The number of people who use an outdoor ad, how they engage with it, and if they take action because of the ad later are all metrics that are important but difficult to track for outdoor advertising. Despite its smaller contribution to the overall spending within the advertising industry, outdoor advertising is becoming of greater importance to practitioners due to its ability to reach consumers who

are very mobile and exposed less frequently to traditional forms of media (Frances, 2003). As a growing medium, outdoor advertising has faced considerable public scrutiny (Apuke, 2017). The major issues surrounding outdoor advertising are that it is said to be aesthetically displeasing, that it acts as an unsafe distraction for motorists, and that it displays objectionable products (Taylor & Taylor, 1997).

Outdoor advertising however has witnessed its challenges over the years and in what looked like the major steps to address the problem facing the outdoor sub-sector of the advertising industry, stakeholders in the industry, including government, practitioners, and advertisers have identified areas of conflict between practitioners and regulatory agencies. Among other things, there are viewed that outdoor advertising practices and regulatory environment in the country charted the way forward for a thriving and mutually rewarding outdoor advertising industry. Despite the challenges faced by the sector, there are over 165 outdoor firms still existing in the market, managing over 21,000 boards, pan-Nigeria (Latif and Abideen, 2011).

Statement of the Problem

When consumers are unmotivated to process advertising or have scant opportunity to view it, the amount of attention will be low and attitudes toward the ad and/ or brand are unlikely to develop or be influenced (MacInnis, Moorman, & Jaworski, 2008). The increase in billboard advertising underscores the effectiveness of billboards on product promotion. Billboards are usually located at a point with high vertical and human traffic. Consequently, users of such points are regularly exposed to the advertisement on the board secondly, billboards also offer a high degree of locational flexibility. In other words, the boards can be placed where the advertisers intended them to be. In addition, they tend to have lower costs per thousand than most of the other media. They are usually more cost-efficient, especially for the advertiser with a small budget. Billboards offer the advantages of very good color reproduction and at the small time, it is an effective reminder medium to offer servicing as a catalyst for buyers who buy on impulse. It is against this backdrop, therefore the statement of problem here is to evaluate the influence of outdoor promotion on direct brand contact of clients in Abuja, F.C.T.

Research Objectives

The overall aim of this study is to examine the influence of outdoor advertising on direct brand contact of customers in Abuja, F.C.T. The specific objectives are to:

1. Ascertain customers' level of exposure to outdoor advertising on direct brand contact in the F.C.T.
2. Examine the perception of customers about outdoor advertising on direct brand contact in the F.C.T.
3. Find out the significant contribution of outdoor advertising on direct brand contact in F.C.T.

Review of Concepts

This section describes concepts relevant to the current study to express the expected relationship between the key variables in the research topic.

Concept of Outdoor Advertising

Outdoor advertising is a medium of advertising which is used to reinforce the recall of brand names and payoffs (Okoro, 1998, p.158 cited in Edegoh, Nwanolue&Ezeh 2013). It is one of the channels of mass communication. It is a medium usually used for the dissemination of information or advertising message to a mass audience. The outdoor media have been described severally as “out-of-home media” and as the “traffic or position” media depends on people and/or vehicular traffic passing by their locations to deliver their advertising message (Amaechi, 1991,p.77). The billboard as a type of outdoor advertising is asserting itself as a powerful medium for the introduction of new products, with its appeal to all classes of consumers and its high visual impact. Billboard advertising generally belongs to the point of purchase (POP). It is one of the most effective outdoor advertising techniques that are used in business every day. This explains why Russell and Lane (1962, p.50) cited in Mbadi (2005, p.65) assert that “billboard survived the decline of the Roman Empire to become the decorative art of Europeans in the seventeenth and eighteenth centuries”.

In general, outdoor advertising consist of both previously mentioned, traditional as well as interactive advertising. As people spend more time traveling, out-of-home advertising represents a good way how to reach mobile consumers (Francese, 2003). These are media through which the advertising messages can be displayed outside for the consumers to see. Through out-of-home media, the advertiser can have outdoor advertising. Outdoor advertising is the type that provides the advertiser with the largest colorful display of his products or services. Outdoor advertisements are often placed in

strategic places or positions on the road. The company that erects the structures leases space to advertisers for varying periods. Interactive devices have played a positive role in the growth of outdoor advertising over the past years. For example, touch screens help to engage consumers in public places (Burciaga, 2014). Engagement of senses in interactive advertising—primarily of sight, touch, and sound, can: “create a connective experience with consumers that is tied back to the brand” (Burciaga, 2014).

Outdoor advertising makes use of different tools to gain customers' attention. The billboards, kiosks, and event and trade shows are an effective way to convey the message of the company. The billboards are present all around the city, but the content should be such that it attracts the attention of the customer. The kiosks are an easy outlet for the products and serve as information outlets for the people too. Organizing events such as trade fairs and exhibitions for the promotion of the product or service also in a way advertises the product. Therefore, outdoor advertising is an effective advertising tool. Outdoor advertising communicates the message to the general public through highway billboards, transit posters, and so on. Outdoor advertising is a very important form of advertising as the advertisements are huge and are visible to one and all. The important part of advertising is that the message to be delivered should be crisp and to the point. Though images can be used, they cannot be used in excess. Everything should be presented to the viewer in such a format so that the viewers make up their minds to buy the product or service (Asemah, 2011).

Review of Related Literature

Related literatures were reviewed to strengthen the intellectual discourse from different nuances.

Impact of outdoor advertising on customer brand contact

Meyer and Schwager (2007) distinguish between direct and indirect contacts with a company or its brands. Direct contact generally occurs in the course of purchase, use, and service; and the customer usually initiates it. These direct contact points include customer-initiated touch points, intrinsic touch points, and unexpected touch points (Duncan, 2005). Customer-initiated touch points occur whenever a customer or prospect contacts a company, such as enquires or complaints regarding products and their contacts made directly with the company via telephone, website or emails.

Intrinsic touch points are interactions that occur with a company or brand during the process of buying or using the product or service, such as interactions with retail sales personnel or customer-service representatives. Unexpected touch points are unanticipated references or information about a company such as word-of-mouth from friends, on-line and off-line expert reviews about the product, as well as information received through social media sites, and mobile-marketing applications, such as price comparison applications and social sourcing applications that help consumers get outside opinions and feedback on their mobile devices before e-purchasing.

Indirect contactor company-created touch points involve all encounters with the representatives of a company's products, service, or brands, and include all forms of Advertising and communication, publicity, and suchlike (Meyer & Schwager, 2007: 118). These touch points account for large part of the information disseminated by marketers, and have the advantage of being under the control of companies or their agencies (Duncan, 2005). Company-created touch points comprise an ever increasing variety, ranging from traditional mass advertising to direct marketing, , events and sponsorships, personal selling and more recently product placement, branded entertainment, viral-marketing, guerrilla-marketing, event marketing, mobile marketing, in-store marketing, point-of-purchase displays, the Internet, as well as OOH advertising media (Belch & Belch, 2012; Blakeman, 2007; Clow & Baack, 2010; Jurca, 2010).

Theoretical Framework

Consumer Behaviour Theory was used as the theoretical foundation for this study owing to the relevance of the theory to the current research as discussed below;

Consumer Behaviour Theory

Consumer decision-making has long been of interest to researchers. Beginning about 300 years ago early economists, led by Nicholas Bernoulli, John von Neumann and Oskar Morgenstern, started to examine the basis of consumer decision-making (Richarme 2007). This early work approached the topic from an economic perspective, and focused solely on the act of purchase (Loudon AND Dilla Bitta 1993). The most prevalent model from this perspective 'Utility Theory' which proposes that consumers make choices based on the expected outcomes of their decisions. Consumers are viewed as rational decision-makers who are only concerned with self-interest (Schiffman Kanuk 2007, Zinkhan 1992).

Where utility theory views the consumer as a 'rational economic man' (Zinkhan, 1992), contemporary research on consumer behavior considers a wide range of factors influencing the consumer and acknowledges a broad range of consumption activities beyond purchasing. These activities commonly include; need recognition, information search, evaluation of alternatives, the building of purchase intention, the act of purchasing, consumption, and finally disposal. This more complete view of consumer behavior has evolved through several discernable stages over the past century in light of new research methodologies and paradigmatic approaches being adopted.

Consumer behavior theory is the study of how people make decisions when they purchase, helping businesses and marketers capitalize on these behaviors by predicting how and when customers will make purchases. It helps to identify what influences these decisions, as well as highlights strategies to proactively manipulate behavior. The theory was first propounded by Martin Fishbein and Icek Ajzen in their work "Theory of reasoned action" positing that consumers act on behavior based on their intention to create or receive a particular outcome. Schiffman and Kanuk (1997 cited in Mohammadi & Mohammed, 2011) define consumer behaviors: as "The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas. "It is also the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of what, why, when, where, and how often they purchase and how they use the purchased product. In addition, it encompasses all the behaviors that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.

Consumer behaviour theory serves as a suitable theoretical underpinning for this study because the extent outdoor advertising will influence direct brand contact with consumers is dependent on the understanding of the targeted consumers' behavior and the application of that consumer behavior understanding into the formulation of the outdoor advertising message. Understanding consumer behavior increases the chance of influencing their decision-making and buying behaviour.

METHODS

The descriptive survey research design was adopted because the study was conducted among a cross-section of a group of people in the Abuja metropolis, where data were retrieved with these of the questionnaire; this design is appropriate because the focus of this study is the influence of outdoor advertising indirect brand contact in the FCT, Abuja. The population of this study, therefore, shall be the residents of the Federal Capital Territory, Abuja. The population of Abuja residents according to Populations statistics is 3,713,408 (Population Statistics, 2022).

The sample of this research is calculated by using Taro Yamane's (Yamane,1967) formula with a 95% confidence level and 0.5 margin error to avoid sampling error. The calculation formula of Taro Yamane is presented as follows.

$$n = \frac{N}{1 + N(e)^2}$$

Where :

N = sample size required

N = number of people in the population

E = allowable error (%)

Substitute Numbers in Formula:

$$n = \frac{3,713,408}{(1 + 3,713,408(0.05)^2)}$$

$$n = \frac{3,713,408}{(1 + 3,713,408(0.0025))}$$

$$n = \frac{3,713,408}{(1 + 9283.52)}$$

$$n = \frac{3,713,408}{9284.75}$$

$$\frac{3,713,408}{(1 + 3,713,408(0.05)^2)}$$

$$n = 399.95$$

$$n = 400$$

After calculating the sample size by substituting numbers into the Yamane formula, the number of samples is 399.95 persons. In order to obtain reliable data, the researcher has approximated the sample size to 400 persons.

RESULTS

The analysis and presentation is based on the data obtained from the questionnaire administered from the field work through the instrument of questionnaire. Below is a tabular presentation of the data obtained.

Table 1 to what extent are you exposed to outdoor advertising on Direct Brand Contact in the FCT?

Responses	Frequency	Percentage
To a very large extent	286	72.5%
To a large extent	65	16.5%
Moderately	43	11.0%
Total	394	100%

Source: Field Survey (2023)

The data on table 1 above indicates to what extent respondents are exposed to outdoor advertising on Direct Brand Contact in the FCT. 286 respondents represented by (72.5%) say to a very large extent they are exposed to exposed to outdoor advertising on Direct Brand Contact in the FCT, and 65 respondents represented by (16.5%) say to a large extent they are exposed to outdoor advertising on Direct Brand Contact in the FCT, while 43 respondents represented by (11.0%) say moderately they are exposed to outdoor advertising on Direct Brand Contact in the FCT.

Table 2 Customers are exposed to outdoor advertising on Direct Brand Contact via transit advert.

Responses	Frequency	Percentage
Strongly Agree	78	19.8%
Agree	299	75.9%

Responses	Frequency	Percentage
Neutral	7	1.8%
Disagree	2	0.5%
Strongly Disagree	8	2.0%
Total	394	100 %

Source: Field Survey (2023)

Data on the table above shows if customers are exposed to outdoor advertising on Direct Brand Contact via transit advert. 78 respondents represented by (19.8%) said they strongly agree that Customers are exposed to outdoor advertising on Direct Brand Contact via transit advert, and 299 respondents represented by (75.9%) say they agree that Customers are exposed to outdoor advertising on Direct Brand Contact via transit advert, and 7 respondents represented by (1.8%) say they are neutral about Customers are exposed to outdoor advertising on Direct Brand Contact via transit advert, and 2 respondents represented by (0.5%) say they disagree that Customers are exposed to outdoor advertising on Direct Brand Contact via transit advert, while 8 respondents represented by (2.0%) say they strongly disagree that Customers are exposed to outdoor advertising on Direct Brand Contact via transit advert.

Table 3 Customers are exposed to outdoor advertising on Direct Brand Contact via Billboard advert.

Responses	Frequency	Percentage
Strongly Agree	83	21.0%
Agree	297	75.4%
Neutral	10	2.6%
Disagree	3	0.7%
Strongly Disagree	1	0.3%
Total	394	100 %

Source: Field Survey (2023)

Table 3 above indicates if Customers are exposed to outdoor advertising on Direct Brand Contact via Billboard advert. 83 respondents represented by (21.0%) say they strongly agree and 297 respondents represented by (75.4%) say they agree that Customers are exposed to outdoor advertising on Direct Brand Contact via Billboard advert, and 10

respondents represented by (2.6%) say they are neutral about Customers are exposed to outdoor advertising on Direct Brand Contact via Billboard advert, and 3 respondents represented by (0.7%) say they disagree while 1 respondents represented by (0.3%) say they strongly disagree that Customers are exposed to outdoor advertising on Direct Brand Contact via Billboard advert. This implies that majority of the respondents strongly agree that Customers are exposed to outdoor advertising on Direct Brand Contact via Billboard advert, as shown by 297 respondents represented by (75.4%) of the entire respondents.

Table 4 Customers are exposed to outdoor advertising on Direct Brand Contact via posters.

Responses	Frequency	Percentage
Strongly Agree	91	23.1%
Agree	240	60.9%
Neutral	43	10.9%
Disagree	20	5.1%
Strongly Disagree	0	0.0%
Total	394	100 %

Source: Field Survey (2023)

The data on the table above indicates if Customers are exposed to outdoor advertising on Direct Brand Contact via posters. 91 respondents represented by (23.1%) say they strongly agree and 240 respondents represented by (60.9%) say they agree that Customers are exposed to outdoor advertising on Direct Brand Contact via posters, and 43 respondents represented by (10.9%) say they are neutral about Customers are exposed to outdoor advertising on Direct Brand Contact via posters, and 20 respondents represented by (5.1%) say they disagree while 0 respondents strongly disagreed. This indicates that a good number of respondents say they agree that Customers are exposed to outdoor advertising on Direct Brand Contact via posters, as shown by 240 respondents represented by (60.9%) of the entire respondents.

Table 5: Outdoor advertising on direct brand contact in the FCT is captivating enough to get my attention.

	Frequency	Percentage
Strongly Agree	73	18.5%
Agree	287	72.8%
Neutral	23	5.8%
Disagree	8	2.0%
Strongly Disagree	3	0.9%
Total	394	100 %

Source: Field Survey (2023)

The data above shows Outdoor advertising on direct brand contact in the FCT is captivating enough to get my attention. 73 respondents represented by (18.5%) say they strongly agree and 287 respondents represented by (72.8%) say they agree that Outdoor advertising on direct brand contact in the FCT is captivating enough to get my attention, and 23 respondents represented by (5.8%) say they are neutral about Outdoor advertising on direct brand contact in the FCT is captivating enough to get my attention, and 8 respondents represented by (2.0%) say they disagree while 3 respondents represented by (0.9%). This indicates that majority of the respondents agreed that Outdoor advertising on direct brand contact in the FCT is captivating enough to get my attention as shown by 287 respondents represented by (72.8%) of the entire respondents.

Table 6 Outdoor advertising on direct brand contact in the FCT is informative to satisfy my curiosity.

Responses	Frequency	Percentage
Strongly Agree	91	23.1%
Agree	200	50.8%
Strongly Disagree	43	10.9%
Disagree	20	5.1%
Neutral	40	10.2%
Total	394	100 %

Source: Field Survey (2023)

Data on the table above shows Outdoor advertising on direct brand contact in the FCT is informative to satisfy my curiosity. 91 respondents represented by (23.1%) say they strongly agree and 200 respondents represented by (50.8%) say they agree that Outdoor advertising on direct brand contact in the FCT is informative to satisfy my curiosity, and 43 respondents represented by (10.9%) say they are neutral about Outdoor advertising on direct brand contact in the FCT is informative to satisfy my curiosity and 20 respondents represented by (5.1%) say they disagree while 40 respondents represented by (10.2%) say they strongly disagree that Outdoor advertising on direct brand contact in the FCT is informative to satisfy my curiosity. This implies that majority of the respondent agree that Outdoor advertising on direct brand contact in the FCT is informative to satisfy my curiosity as shown by 200 respondents represented by (50.8%), of the entire population.

Table 7 Outdoor advertising on direct brand contact in the FCT is Big, Bold and readable to deliver the message intended.

Response	Frequency	Percentage
Strongly Disagree	75	19.0 %
Agree	260	65.9 %
Neutral	34	8.7%
Disagree	20	5.1%
Strongly Disagree	5	1.3%
Total	394	100 %

Source: Field Survey (2023)

The data on table 7 above shows Outdoor advertising on direct brand contact in the FCT is Big, Bold and readable to deliver the message intended. 75 respondents represented (19.0%) say they strongly agree and 260 respondents represented by (65.9%) say they agree that Outdoor advertising on direct brand contact in the FCT is Big, Bold and readable to deliver the message intended, and 34 respondents represented by (8.7%) say they are neutral that Outdoor advertising on direct brand contact in the FCT is Big, Bold and readable to deliver the message intended, and 20 respondents represented by (5.1%) say they disagree while 5 respondents represented by (1.3%) say they strongly disagree that Outdoor advertising on direct brand contact in the FCT is Big, Bold and readable to deliver the message intended. This implies that a good number of respondents say they agree that

Outdoor advertising on direct brand contact in the FCT is Big, Bold and readable to deliver the message intended, as shown by 260 respondents represented by (65.9%) of the entire population.

Table 8 Outdoor advertising contributes significantly in brand awareness on direct brand contact in FCT.

Responses	Frequency	Percentage
Strongly Agree	216	54.8%
Agree	90	22.8%
Neutral	20	5.1%
Disagree	53	13.5%
Strongly Disagree	15	3.8%
Total	394	100 %

Source: Field Survey (2023)

Table 8 above shows Outdoor advertising contributes significantly in brand awareness on direct brand contact in FCT. 216 respondents represented by (54.8%) say they strongly agree while 90 respondents representing 22.8% said they agree that outdoor advertising contributes significantly in brand awareness on direct brand contact in the FCT, and 20 respondents represented by (5.1%) say they are neutral about Outdoor advertising contributes significantly in brand awareness on direct brand contact in FCT, and 53 respondents represented by (13.5%), while 15 respondents represented (3.8%) say they strongly disagree that Outdoor advertising contributes significantly in brand awareness on direct brand contact in FCT. This indicates that majority of the respondents say they strongly agree that Outdoor advertising contributes significantly in brand awareness on direct brand contact in FCT, as shown by 216 respondents represented by (54.8%) of the entire population.

Table 9 Outdoor advertising contributes significantly in message re-enforcement on direct brand contact in FCT.

Responses	Frequency	Percentage
Strongly Agree	87	22.1%
Agree	234	59.4%

Responses	Frequency	Percentage
Neutral	20	5.1%
Disagree	49	12.4%
Strongly Disagree	4	1.0%
Total	394	100 %

Source: Field Survey (2023)

Data on the table above indicates Outdoor advertising contributes significantly in message re-enforcement on direct brand contact in FCT. 87 respondents represented by (22.1%) say they strongly agree and 234 respondents represented by (59.4%) say they agree that Outdoor advertising contributes significantly in message re-enforcement on direct brand contact in FCT, and 20 respondents represented by (5.1%) say they are neutral about Outdoor advertising contributes significantly in message re-enforcement on direct brand contact in FCT, and 49 respondents represented by (12.4%) say they disagree while 4 respondents represented by (1.0%). This implies that majority of the respondents say they agree that Outdoor advertising contributes significantly in message re-enforcement on direct brand contact in FCT, as shown by 234 respondents represented by (59.4%) of the entire respondents.

Table 10 Outdoor advertising contributes significantly in influencing customers' choice on direct brand contact in FCT.

Responses	Frequency	Percentage
Strongly Agree	86	21.8%
Agree	197	50.0%
Neutral	25	6.3%
Disagree	78	19.8%
Strongly Disagree	8	2.1%
Total	394	100 %

Source: Field Survey (2023)

Data on the table above shows Outdoor advertising contributes significantly in influencing customers' choice on direct brand contact in FCT. 86 respondents represented by (21.8%) say they strongly agree and 197 respondents represented by (50.0%) say they agree that Outdoor advertising contributes significantly in influencing customers' choice on direct brand contact in FCT, and 25 respondents represented by (6.3%) say they are neutral

that Outdoor advertising contributes significantly in influencing customers' choice on direct brand contact in FCT, and 78 respondents represented by (19.8%) say they disagree while 8 respondents represented by (2.1%) say they strongly disagree that Outdoor advertising contributes significantly in influencing customers' choice on direct brand contact in FCT. This implies that majority of the respondents agreed that Outdoor advertising contributes significantly in influencing customers' choice on direct brand contact in FCT, as shown by 197 respondents represented by (50.0%) of the entire population.

DISCUSSION

Findings from the survey data collected were discussed and analysed thematically in light of other related empirical studies.

Ascertain customers' level of exposure to outdoor advertising on direct brand contact in the F.C.T.

This objective sought to ascertain customers' level of exposure to outdoor advertising on direct brand contact in the FCT. The study found out that 286 respondents represented by (72.5%) said to a very large extent they are exposed to outdoor advertising on Direct Brand Contact in the FCT, and 65 respondents represented by (16.5%) say to a large extent they are exposed to outdoor advertising on Direct Brand Contact in the FCT, while 43 respondents represented by (11.0%) say moderately they are exposed to outdoor advertising on Direct Brand Contact in the FCT. This shows that there is a high level of exposure to outdoor advertising on direct brand contact in the Federal Capital Territory. In addition to that, data from the study also indicated that customers are exposed to outdoor advertisement on direct brand contact via transit advert by an overwhelming affirmative percentage of 95.7% of the total population. More so, 83 respondents represented by (21.0%) said they strongly agree that Customers are exposed to outdoor advertising on Direct Brand Contact via Billboard advert, and 297 respondents represented by (75.4%) said they agree that Customers are exposed to outdoor advertising on Direct Brand Contact via Billboard advert which makes a total of 96.4% affirmative. Additionally, 91 respondents represented by (23.1%) say they strongly agree that Customers are exposed to outdoor advertising on Direct Brand Contact via posters, and 240 respondents represented by (60.9%), a total of 84% said they agree that Customers are

exposed to outdoor advertising on Direct Brand Contact via posters. Of the three major forms of outdoor advertising used in the study, findings from the study showed that Customers are exposed to outdoor advertising on Direct Brand Contact via Billboard advert more than any other and followed by transit advert.

This is in alignment with Plooy (2012) stated that until rather recently, the out-of-home advertising media landscape consisted primarily of outdoor advertising or billboards; but these days, this has expanded to include other platforms, such as transit advertising media, street and retail furniture advertising media, and a wide variety of alternative out-of-home advertising media types. He also added that outdoor media have become widespread and ubiquitous in today's society.

Wilson & Till (2008), also averred that outdoor advertising has a far more targeted reach of a variety of target markets – comprising commuters, pedestrians, shoppers and other hard-to-reach targets, where they are engaged in specialised activities. These OOH environments range from transit environments, such as those at airports; public transport routes and waiting areas (Veloutsou & O'Donnell, 2005:217; Eun & Kim, 2009:99), minibuses taxi ranks and commuter routes (Du Plooy & Du Plessis, 2011:757) to the retail and leisure environments, such as those at cultural events (Berneman & Kasparian, 2003) and sport arenas (Turley & Shannon, 2000:323), together with a variety of other specific places, such as at golf courses, shopping malls, outdoor squares, festivals and events, access routes to shopping malls and stores, health clubs, beaches, schools, public restrooms, doctors waiting rooms, sports stadia and arenas (Gambetti, 2010; Lane et al., 2011; Sissors & Baron, 2010).

Examine the perception of customers about outdoor advertising on direct brand contact in the F.C.T.

The research objective aimed at examining the perception of customers about outdoor advertising on direct brand contact in the Federal Capital Territory, Abuja. The study discovered that 73 respondents represented by (18.5%) said they strongly agree that Outdoor advertising on direct brand contact in the FCT is captivating enough to get their attention, and 287 respondents represented by (72.8%) said they agree that Outdoor advertising on direct brand contact in the FCT is captivating enough to get their attention, 91 respondents represented by (23.1%) said they strongly agree that Outdoor advertising on direct brand contact in the FCT is informative to satisfy my curiosity, and 200

respondents represented by (50.8%) said they agree that Outdoor advertising on direct brand contact in the FCT is informative to satisfy their curiosity, 75 respondents represented (19.0%) said they strongly agree that Outdoor advertising on direct brand contact in the FCT is Big, Bold and readable to deliver the message intended, and 260 respondents represented by (65.9%) said they agree that Outdoor advertising on direct brand contact in the FCT is Big, Bold and readable to deliver the message intended.

Bassey and Eteng(2021) opined that while not under-minding the significance or importance of these billboards and posters particularly to the business world, most often their sizes, shapes, colours and locations pose the problems of visual pollution and aesthetic quality of the entire townscape. Creating disharmony in the aesthetic views of the entire built urban environment; making it unattractive and dissatisfying particularly, when viewed from the streets. Oshiga (1975) also stated that the city scene has been a conflux of many diverse things; the individual messages and their untidiness are incomprehensible to pedestrians and even motorists. According to Ogunbodede and Sumola (2014), visual pollution through billboards and posters by politicians, religious bodies and other corporate bodies have been on the increase without a corresponding means of evacuating them as soon as their intentions have been made known to the public.

This is to say that where the messages on the outdoor advertising platforms are bold and readable, their perception become appealing to the people and where the design and messages are not properly organized, they rather pose nuisance to the environment.

Find out the significant contribution of outdoor advertising on direct brand contact in F.C.T.

The objective focused on finding out the significant contribution of outdoor advertising on direct brand contact in the FCT. Findings revealed that 216 respondents represented by (54.8%) said they strongly agree that Outdoor advertising contributes significantly in brand awareness on direct brand contact in FCT, while 90 respondents representing 22.8% said they agree that outdoor advertising contributes significantly in brand awareness on direct brand contact in the FCT, 87 respondents represented by (22.1%) say they strongly agree that Outdoor advertising contributes significantly in message re-enforcement on direct brand contact in FCT, and 234 respondents represented by (59.4%) said they agree that Outdoor advertising contributes significantly in message re-

enforcement on direct brand contact in FCT, 86 respondents represented by (21.8%) said they strongly agree that Outdoor advertising contributes significantly in influencing customers' choice on direct brand contact in FCT, and 197 respondents represented by (50.0%) said they agree that Outdoor advertising contributes significantly in influencing customers' choice on direct brand contact in FCT. The study showed that the most significant contribution of outdoor advertising in the FCT is that it contributes significantly in message re-enforcement on direct brand contact followed by the significant contribution it makes in brand awareness on direct brand contact.

The Outdoor Advertising Agency of Nigeria (2005) as cited in Okosun and Jiburum (2015) noted that outdoor advertisement billboards and posters are designed to catch a person's attention and create memorable impression very quickly. Agukoronye (2004) also observed that well regulated outdoor advertisements create a positive image of a city which enhances confidence, sense of security, safety, goodwill and consequently attract more loyalty. Kayode (2015) observed that evidences abound that outdoor advertisement designs in whatever functions or capacities add glamour to the environment, especially when they are properly placed and maintained. On the issue of environmental relevance, William (2005) opined that outdoor advertising has an appealing option due to its ability to target its audience from various geographical locations, and it is extensively low in cost per person reached. It was also observed that signposts, road traffic symbols, picture montages, banners, multi-coloured buntings and structural paintings are components that characterize a beautiful urban environment. From the foregoing however, it is obvious, apart from the marketing function of outdoor advertising, that when aesthetically placed they contribute to the beauty of the Nigerian urban environment.

Similarly, Bassey and Eteng(2021) stated that every billboard structure mounted or posters pasted at whatever location has its own potential consequences; either positive or negative. Suffice to say that contribution of outdoor advertising on direct brand contact in F.C.T. is both positive and negative as evidence from the research findings. Albeit, outdoor advertising increase brand awareness and advertising message re-enforcement among others, its indiscriminate placement also has adverse effects on the society.

CONCLUSION

From the analysis of the findings of this study, it can be deduced that outdoor advertising has come a long way in Nigeria. It has gain widespread popularity in majorly cities and other semi-urban areas. This has consequently translated into significant contributions over the years. Be that as it may, it has its adverse effects on the society when not properly placed or where it is not well designed and the messages is not comprehensive enough to achieve the purpose intended. There is therefore the need for advertising agency to do more in regulating outdoor advertisement in the public space.

Recommendations

Based on the conclusion of this research, the following recommendations are provided below in order to improve the use of outdoor advertisement on direct brand contact in the Federal Capital Territory and the nation at large.

1. There is the need for advertisers to employ the services of experts in crafting their outdoor advert copy and signs.
2. Advertising Practitioners' Council of Nigeria(APCON) and other advertising regulatory bodies need to improve on the regulatory pattern of outdoor advertising to forestall public nuisance and indiscriminate placement of billboards.
3. Policy makers need to come up with clear cut policies on outdoor advertising and punitive measures to checkmate violators. Existing policies should also be implemented.

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