

**DIGITAL BILLBOARD ADVERTISEMENT AND
SMARTPHONE PURCHASE DECISIONS OF UNIVERSITY
STUDENTS IN IBADAN METROPOLIS**

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Abstract

This study evaluated the influence of digital billboard advertisements on smartphone purchase decision of students in Ibadan Metropolis, Oyo State, Nigeria. The objectives of this study are: (a) to ascertain the extent of smartphone brands patronage associated with exposure to billboard adverts (b) identify the types of digital billboard advertisements that are most effective for smartphones advertisement to university students, (c) analyze the extent to which digital billboard

advertisements have influenced students' purchase decisions. The Psychodynamic theory was used as the theoretical framework. The study employed the survey design. Findings showed that the purchase of smartphones by majority of the students was associated with exposure to digital billboard advertisements. The smartphone brand, Infinix, had the most patronage related to digital billboard exposure. The digital billboard with the capability to influence purchase decisions, was the electronic/video-like billboards. The study recommends that manufacturers of smartphones should adopt more digital billboard advertising. Also, Catchy billboard advertisements of smartphones should be strategically positioned in other city centres to attract more of the students.

Keywords: Advertisement, Digital Billboard, Smartphone, Purchasing decision, University students

INTRODUCTION

Today, marketers want their messages to reach the people that can influence the buying behaviours of other people. These are achieved by adopting different tools to deliver their ideas to their prospects and advertise their products to their target consumers (Iqbal & Batool, 2016). In the age of digital technology, one would think that smartphone brands would focus greatly on mobile advertising but in reality, Outdoor advertising is still a popular means for smartphone brands to reach consumers. Ajayi (2005) noted that the advertising agencies in Nigeria are taking the outdoor advantage and constantly seeking new artistic and colourful ways of product appeal.

Billboard as a form of outdoor advertisement has gained tremendous popularity and has become a major advertising media in the promotion of diverse products. This is especially among smartphones that are different from standard mobile phones in terms

of operating system. Smartphones have been attracting a substantial number of users and have become a perceived necessity in personal and work live (Martins, Costa, Oliveira, Goncalves, & Branco, 2018). Smartphone producers and marketers effectively use the billboard to advertise their available products because it has the highest recall rate since some prospects often come across it on daily basis than in the broadcast and print media.

The billboard advertising market has experienced an explosion over the years because, most visual design concepts used in outdoor advertisements effectively used and are capable of persuading the viewers to make decision to buy (Recce-Myron in Kayode and Afolami (2013). According to Kolawole (2017), Nigeria has one of the fast growing smartphone markets in Africa with the top smartphone brands mostly found in the hands of Nigerian youths are Samsung, Tecno, Itel, Infinix, Nokia, Huawei, Lenovo, Fero, Alcatel, Gionee and Apple. With technological advancements today, smartphone is a necessity to meet up with the changes in the post modernism era because the demand of smartphone is increasing day by day, competition in the smartphone market is getting more and more intense (Chen, Chen & Lin, 2016).

STATEMENT OF THE PROBLEM

Outdoor advertising has taken over other media of advertising as it is an effective way of promoting smartphones to prospects (Martins *et al*, 2018). Outdoor advertising is scheduled to be a channel for displaying product capability in public places but on the contrary, Nwoka, Ezirim and Maclayton (2005) observe that the issue probing the minds of many is whether such channel has actually influenced to a significant extent, the purchasing behaviour of consumers. Quite a number of researchers have examined the impact of billboard advertisements on customer buying behaviour, impact of advertisement on sales volume of a product, effectiveness of billboard

advertising in the marketing of home appliances (Iqbal & Batool, 2016; Adekoya, 2011; Nyarko, Tsetse & Avorgah, 2015) but the impact of billboard advertisement on smartphone purchase decision has been neglected.

This study will, therefore, find out the influence of digital billboard advertisement has on smartphone purchase decision of university students in Ibadan, Oyo State, Nigeria. This study will also examine which of the smartphones brands' purchases are mostly influenced by exposure to digital billboard advertisement. This will reflect the effectiveness or otherwise of digital billboard advertisements of smartphone brands and other similar products. This is a gap in knowledge which this study seeks to fill.

OBJECTIVES OF THE STUDY

The objectives of this study are to:

1. Ascertain the smartphone brands that is mostly patronized by students because of digital billboard advertisement.
2. Investigate the type of digital billboard advertisements that is the most effective for advertisement of smartphones to university students.
3. Analyze the extent at which digital billboard advertisements have influence on the students' purchase decisions.

RESEARCH QUESTIONS

The study is guided by the following research questions:

1. Which of the smartphone brands is mostly patronized by students because of digital billboard advertisement?
2. Which of the types of digital billboard advertisements is the most effective for advertisement of smartphones to university students?

3. To what extent do digital billboard advertisements have influence on the students' purchase decisions?

Hypothesis

H₀. Digital Billboards advertisement does not positively influence smartphone purchase decisions of university students in Ibadan metropolis.

H₁. Digital Billboards advertisement positively influence smartphone purchase decisions of university students in Ibadan metropolis.

LITERATURE REVIEW

Advertising is a paid marketing communication that tries to promote a product, service, or cause with the aim of reaching people that are most likely to buy for a company's products or services. Advertisement is a paid non-personal communication about an organization and its products exposed to a target audience (Chien, 2011). It attempts to influence the buying behaviour of prospects with a persuasive communication about their marketing offers in order to sell products and services. Therefore, businesses use advertising to attract as many clients and customers as possible by using influential messages and effective campaigns with the main aim of reaching existing and potential customers to deliver to them information about the products and the services, in order to change their buying behavior (Abideen and Saleem, 2011).

Advertising plays a vital role in marketing consumers' purchasing decision and promotion to particular. Most consumers have the erroneous impression that promotion is synonymous with advertising and vice-versa (Adekoya, 2011). Advertising performs some basic functions in the society, first, it serves the marketing function by helping companies that provide product and service and ideas, sells their products in conjunction with personal selling and

sales production while some advertising however maybe aimed at providing public service because it gives us information about goods and services (Arens, 2004).

Some of the roles of advertising according to Adekoya (2011), are to introduce new product, create awareness for new product, persuade customers to buy, create demand of the product in the market, change consumer belief, as well as influence consumers' thoughts. They also include: create brand loyalty, develop large market, promote the image of the firm, familiarize consumers with the new style of product in the market, alert and sensitizes member of marketing channel and helps to reduce consumer dissonance.

Billboard as a form of transit art is one of the many outlets of graphic communication through which products, services and messages get exposed to a wider audience (Ogunlade, 2011). He added that billboards came into being because of the evolution of signs, which were initially associated with gesture or motion. It however gained significance in the 1390s when merchants were required to label their premises with their own signs. The significance of billboards became much in England in the 16th century. He noted that the merchants are directed to mount their signs on their building surface. This encouraged the idea of house numbering for easy identification.

The earlier advertising companies like West African Publicity Companies, U.A.C, later Aframedia, etc. began to propagate the use of billboards for highway advertising and manufacturing industries. After independence, petty trading became another business and the petty traders eventually understood the importance of billboards, which they used maximally to boost their trade. Billboards have existed and being used by many institutions, organizations, companies and individuals to advertise their products, services and/or promotions

to their target audience over a period of time. As a result, many researchers have found out how these audiences perceive the billboards advertisement and the impact they have on them (Nyarko, Tsetse & Avorgah, 2015). Organizations also use billboard advertising because is relatively less expensive compared to other forms of traditional media advertisement but still it needs to be very well planned, to be read quickly, and not containing a lot of information. Advertising is cost efficient when it reaches a vast number of the targets at a low cost per person (Chien, 2011).

Strengths and Weaknesses of Billboard Advertisements

Billboards are used to deliver advertising and informational messages to people who are passing by the displays. Nevertheless, billboards are not without its strengths and weaknesses. In 2018, Huawei won a Guinness World Record for their 5,673-square-meter billboard at Plaza De España in Madrid, Spain. It was awarded as the world's largest outdoor billboard. The billboard creatively advertised Huawei's P20 Pro and entitled it "The Future has come." Huawei has been known to place billboard advertisements in various historical locations in Europe to get the attention of consumers. Besides placing a billboard at Madrid, they also placed billboards in other European cities such as Rome and Prague. Through this outdoor advertising campaign, we see how smartphone brands make use of billboard advertisements for its flexibility in creativity, material, and size (Perfect Media, 2019).

Samsung is not far behind Huawei with their own innovations in smartphones and outdoor advertising campaigns. Amongst smartphone brands, Samsung gives a big focus on digital billboards. The brand tends to buy over and dominate the whole screen with their advertisements to ensure visibility and attention from consumers. Making use of digital billboards allows Samsung to create moving advertisements that will get the attention of consumers. With their campaign's focus on innovation for the future of smartphones, it is

quite fitting for them to use digital billboards associated with innovation and technology (Perfect Media, 2019).

Apple also knows how big an impact outdoor advertising has as their “Shot on iPhone” outdoor advertising campaign brings photos shot on iPhones from our small mobile screens to the billboards’ big screens. This award-winning campaign that started in 2015 still continues on today. Since 2015, Apple has featured professional and amateur photographers’ iPhone photos in various creative billboards across the globe (Perfect Media, 2019).

Numerous academic articles, textbooks and industry publications have listed key advantages and disadvantages of outdoor advertising and billboards in comparison to other media. As identified by some scholars like Kelley and Jugenheimer (2004), Sissors and Baron (2002), Taylor (1997), Vanden-Bergh and Katz (1999) and Woodside (1990), some of the advantages of billboards include:

Visibility

Advertising billboards are placed strategically along major thoroughfares and highways, thus, increasing the possibilities of being seen by a great number of consumers all throughout the day. Given the number of commuters and drivers on the road, this advertising medium is effective in catching the attention of the target audience. Moreover, these people usually take the same routes every day. Having said this, seeing a billboard repeatedly contributes to consumer recall.

Access to targeted audience

Since billboards can be placed in areas chosen by advertisers or companies, it will be easier for these companies to reach a particular or specific consumer group they sell their services and products to. Say, a product is targeted to farmers or people living in the

countryside. Billboards can be positioned along the route where prospective consumers drive by or pass by regularly, like in highways.

Others advantages are potential placement of the advertisement close to the point of sale, high frequency of exposure to regular commuters, high reach, 24-hour presence, geographic flexibility for local advertisers, economic efficiency in terms of low production costs and low cost per thousand exposures, visual impact from advertisement size and message creativity and brand awareness. Some of the disadvantages of billboards include:

Costs

One of the disadvantages of using billboard advertising is the money a company needs to spend from the time the billboard is set up to the time it is taken down. Apart from signing a contract with the owner of the space, other costs include maintenance and repairs. If there will be natural disasters like hurricanes that will destroy the structure, this will not be inexpensive. And if there will be destruction to property or injury related to a damaged billboard, the owner might have to face legal issues as well as additional expenses.

Distraction

Another drawback of this advertising medium is that it can be a cause of road mishaps. Since billboards aim to get the attention of people who are driving or passing by, they are big in size and often have celebrities as endorsers. Consequently, these people have the tendency to get distracted and at times, get into traffic accidents.

Geared towards moving traffic

Since the targeted audience is mobile, billboards need to rely on graphics or images instead of texts. There are disadvantages that can be attributed to this. First, potential consumers will not be able to really grasp the message the advertiser is trying to convey, unless they

will be caught in traffic. Second, limited texts that can be accommodated can result to limited information. Third, since the targeted audience is mobile, there is limited exposure of the billboard.

Some other disadvantages in using billboards include: the need to limit the number of words in the message, short exposure to the advertisement, low demographic selectivity and measurement problems.

Businesses have employed various strategies to pass across their advert messages to the target audience with the use of billboard which has its peculiar benefits. These distinguishable benefits or pivots has paved the way for its effective usages and popularity among advertisers in the world. The main reasons businesses employ the use of billboards include: visibility, media efficiency, local presence, tangible response among others.

Smartphone and its Uses

Smartphone has indeed become one of the most welcomed innovations in the 21st century. To Nwachukwu & Onyenankeya (2017), smartphone adoption has grown exponentially to emerge as an integral part of everyday life in most societies even as phones used to be all about making calls, but now mobile phones can do so much more. The range of new touch screen smartphones allows one to access the internet, use social media, get live news updates, play music and video, and much more. They almost universally use touch screens for control, however, which can be a challenge for people new to the technology. Now smartphones offer so much more – they're really fully-fledged computers that you can fit in your pocket. Smartphones can run programs, games, access the internet, send email and much more.

Smartphones are now responsible for 60% of Internet connections around the world. This form of technology has advanced with simple call and text messaging functions being replaced with functions such as Internet access, email, camera applications and multimedia services (Foen Ng, Hassan, Mohammad and Abdul Malek, 2017).

According to Olasinde and Oyeniran (2017), a smartphone can make voice and video calls, access the internet and surf the web. It can also take photos and upload them to the web, play back music and videos that are stored on the phone.

Smartphones, the Internet-enabled devices incorporated with computer applications and software, are among the eminent breakthroughs in this latest century. It is not right to deny the existence of technology because most employers now seek graduates who are digitally literate. Smartphone use is definitely a dominant cultural staple of this generation of university students and graduates alike. University students use them during class time, while completing homework and while studying (Foen Ng, Hassan, Mohammad and Abdul Malek, 2017).

Kayode and Afolami (2013) addressed the question of whether or not outdoor advertising influences the target audience to buy a product in Lagos State by considering five parameters and probabilities established in table one. The parameters were possibilities that range from location where an advertisement was mounted to the type of channel used in presenting such advertisement. The aggregate of the responses is that effective outdoor product advertising conveys the right message to the right audience at the right time and in the right location. The study indicates that identifying the appropriate outdoor locations attract distinct advantage of multiple visibilities whenever and wherever the traffic audience is on the move.

Zeqiri, Ibraimi and Zuferi (2019) also addressed the effect of billboard advertisements on consumer buying behavior. The study found that billboard advertising plays an important role in consumer

buying behavior and offers some insights for companies in order to use them in their outdoor advertisements.

A study by Foen Ng, Hassan, Mohammad and Abdul Malek (2017) was conducted on the relationship between smartphone use and academic performance. They examined the extent to which students in one Malaysian university use smartphones to support their school-related learning and how these activities relate to CGPA. Significant differences were found in uses of smartphones depending on academic program. They found out that the more students utilized their smartphone for university learning activities, the lower their CGPA. The outcome of this study suggests a need to evaluate and better understand the instructional uses of smartphones for tertiary students.

THEORETICAL FRAMEWORK

Uses and Gratification theory and Psychodynamic theory will form the theoretical bases for this study.

Uses and Gratification Theory

Uses and Gratification theory claimed that media do not do things to people, rather people do things with media. In other words, the influence of media is limited to what people allow it to be. Resources were unable to ignore obvious media effects such as the impact of advertising. They turned their focus to media consumers to explain how influence is limited. This resulted to the Uses and Gratification theory, which states that audience members make use of the mass media as a means of satisfying certain personal interest and needs.

According to McQuail (2005), this theory assumes that the media and content choice is generally rational and directed towards certain specific goals and satisfactions (thus the audience is active and audience formation can be logically explained). Advertising in this

case, motivates people for making specific consumption choices. In other words, it is the people that decides what they need from the media messages. Uses and Gratification theory is very important in advertising because advertisers have to know what the people want and how to persuade them with their adverts so as to give them what they want.

Advertising a product is making known to the public what a product is, its uses and how to be used likewise persuading them to buy that product. When the public watch, view or listen to the advertisement, they will be motivated and the desire to purchase that product grows. Advertising can create awareness to the people but it does not tell the people what to desire or purchase but the people use media to get what they want.

Psychodynamic Theory

This theory, according to Folarin (1998), was formulated by Sigmund Freud in 1900. The theory describes that for a persuasive message to be considered effective, it must succeed in altering the psychological functioning of the recipient(s) in such a way that he or she or they will respond overtly to the model of behaviour suggested by the communicator. Hence, psychodynamic theory is basically a behaviour related theory. Furthermore, the theory provides essential or necessary explanation of how thoughts and experiences surfaces in the unconscious minds of consumers as a communicator can influence attitude or behaviour only when he is able to convey information that may be utilized by members of his audience to satisfy their needs.

The intention and aim of effectively using the digital billboard to advertise smartphones is to draw the attention of the audience or consumers to the product being advertised and influence their attitude and behaviour in order to purchase the product. The appropriateness of this theory in explaining the study is not in doubt because the audience have diverse perception of what they are exposed to and will

selectively choose what they like, what attracts them as well as what arouses their interest.

METHOD

The survey design was used to examine the influence of digital billboard advertisement on smartphone purchase decisions of students of University of Ibadan and students of Lead City University. Survey method according to Babbie (2001) is probably the best method available to the social researcher who is interested in collecting original data for describing a population too large to observe directly. Thus, the method afforded the selection of a proportion of the entire population with a view to arriving at a generalization about the whole population. This study population consist of University of Ibadan students and Lead City University students, which are both in Ibadan metropolis in South Western Nigeria. University of Ibadan is a federal university while Lead City University is a private university and both attract students from all parts of the country. Students of University of Ibadan and students of Lead City University who are users of various brands of smartphone in Ibadan city, Oyo state are the respondents for this study.

However, the sample size of 950 university students were selected from the two universities. The study adopted purposive sampling technique for choosing only undergraduates who own one smartphone or the other and are exposed to outdoor advertising media. The copies of the questionnaire were administered to the respondents in University of Ibadan and Lead City University environment who acknowledged that they are undergraduate students, own one smartphone or the other and are exposed to outdoor advertising media. In this study, Descriptive statistics was used to analyze the data obtained from the questionnaire. Descriptive Statistics according to Tejumaye (2003), provides the mathematical methods for organizing, summarizing and analyzing data that have been collected and

measured. Responses obtained from the questionnaire were coded using the Statistical Product and Service Solutions (SPSS) version 21 software. However, ANOVA was employed for the test of hypothesis and the level of significance for the hypothesis was set at 0.05 Level. Out of the 950 copies of the questionnaire that were administered, 920 copies were retrieved and the analysis stands on the retrieved copies of the questionnaire.

DATA ANALYSIS AND PRESENTATION OF RESULTS

Research Question One: Which of the smartphone brands is mostly patronized by students because of digital billboard advertisement?

Table 1: Smartphone brands that respondents see on digital billboard

Variables	UNIVERSITY OF IBADAN		LEAD CITY UNIVERSITY		TOTAL	
	F	%	F	%	F	%
Infinix	155	16.8%	235	25.5%	390	42.4%
Samsung	90	9.8%	110	11.9%	200	21.7%
Techno	90	9.8%	15	1.6%	105	11.4%
Apple	20	2.2%	55	5.9%	75	8.2%
Gionee	35	3.8%	30	3.3%	65	7.1%
Nokia	35	3.8%	10	1.1%	45	4.9%
Itel	25	2.7%	15	1.6%	40	4.3%
TOTAL	450	48.9%	470	51.1%	920	100%

Table one shows the smartphone brands that respondents see on digital billboard, the findings of this study with respect to table 1 highlight the main brands seen on digital billboard where 42.4% see Infinix more on billboards, followed by Samsung (21.7%) where the least seen smartphone on digital billboards are Nokia (4.9%) and Itel (4.3%). This implies that larger percentage of the respondents of this study see Infinix brands more on digital billboards in Ibadan metropolis.

Table 1: Brand patronized by Students as a result of digital billboard advertisement

Variables	UNIVERSITY OF IBADAN		LEAD CITY UNIVERSITY		TOTAL	
	F	%	F	%	F	%
Infinix	220	23.9%	145	15.7%	365	39.7%
Apple	15	1.6%	140	15.2%	155	16.8%
Samsung	80	8.7%	50	5.4%	130	14.1%
Gionee	25	2.7%	55	5.9%	80	8.7%
Nokia	20	2.2%	35	3.8%	55	6%
Itel	25	2.7%	40	4.3%	65	7.1%
Techno	65	7.1%	05	0.5%	70	7.6%
TOTAL	450	48.9%	470	51.1%	920	100%

The findings of this study with respect to table two show the brand patronized by respondents as a result of digital billboard advertisements. This study indicates that 39.7% of the respondents of this study patronized Infinix as a result of digital billboard advertisement, followed by Apple, while the least patronized brand as a result of digital billboard advertisements is Itel (7.1%) followed by Nokia (6%). This implies that majority of the respondents of this study patronized Infinix as a result of the digital billboard advertisements seen by them.

Research Question Two: Which of the types of digital billboard advertisements is the most effective for advertisement of smartphones to university students?

Table 2: Types of digital billboards respondents see often

Variables	UNIVERSITY OF IBADAN		LEAD CITY UNIVERSITY		TOTAL	
	F	%	F	%	F	%
Electronic/video-like Billboard	135	14.7%	220	23.9%	355	38.5%
Picture-based Billboard	285	31%	250	27.2%	535	58.2%
Both	30	3.3%	0	0%	30	3.3%
TOTAL	450	48.9%	470	51.1%	920	100%

Table three indicates the types of digital billboards that respondents see often, 58.2% of respondents of this study often see picture-based billboards followed by electronic/video-like billboards (38.5%). This implies that larger percentage of the respondents of this study often see picture-based billboards rather than the Electronic/video-like ones.

Table 3: Digital billboard that attracts respondents to Smartphone advertisements

Variables	UNIVERSITY OF IBADAN		LEAD CITY UNIVERSITY		TOTAL	
	F	%	F	%	F	%
Electronic/video-like Billboard	265	28.8%	210	22.8%	475	51.6%
Picture-based Billboard	165	17.9%	250	27.2%	415	45.1%
Both	20	2.2%	10	1.1%	30	3.3%
TOTAL	450	48.9%	470	51.1%	920	100%

Table four indicates that the digital billboard that attracts respondents to Smartphone advertisements. To 51.6%, the

Electronic/video-like billboards attract them more followed by Picture-based Billboards (45.1%). The findings of this study with respect to table four implies that Electronic/video-like billboards attract people to Smartphone advertisements more than the Picture-based ones.

Research Question three: To what extent do billboard advertisements have influence on the students' purchase decisions?

Table 5: Digital billboard advertisements made respondents purchase Smartphone

Variables	UNIVERSITY OF IBADAN		LEAD CITY UNIVERSITY		TOTAL	
	F	%	F	%	F	%
Very high extent	130	13%	110	11.9%	240	26.1%
High extent	120	13%	200	21.7%	320	34.8%
Low extent	75	8.2%	45	4.9%	120	13%
Very low extent	30	3.3%	25	2.7%	55	5.9%
No influence	95	10.3%	90	9.8%	185	20.1%
TOTAL	450	48.9%	470	51.1%	920	100%

The findings of this study in table five show that 34.8% of the respondents of this study agree to a very high extent that digital billboard advertisements made them purchase Smartphones and 26.1% agree to a high extent. Moreover, 20.1% revealed that digital billboard advertisements has no influence on their purchase of Smartphones. This implies that a larger percentage of the respondents of this study agree that to a very high extent the digital billboard advertisements made them purchase Smartphones.

Table 6: Billboard advertisements changed respondent's choice of Smartphone

Variables	UNIVERSITY OF IBADAN		LEAD CITY UNIVERSITY		TOTAL	
	F	%	F	%	F	%
Very high extent	185	20%	305	33.1%	490	53.3%
High extent	85	9.2%	35	3.8%	120	13%
Low extent	90	9.8%	25	2.7%	115	12.5%
Very low extent	25	2.7%	10	1.1%	35	3.8%
No influence	65	7.1%	95	10.3%	160	17.4%
TOTAL	450	48.9%	470	51.1%	920	100%

The findings of this study with respect to table six indicate that 53.3% of the respondents of this study that to a very high extent, digital billboard advertisements have changed their choice of Smartphone while 17.4% stated that they have no influence on their choice of Smartphone. The findings of this study with respect to table six established that digital billboard advertisements have changed respondents' choice of Smartphone larger percentage of the respondents of this study stated that to a very high extent.

Table 7: Respondents bought Smartphone because they saw it on digital billboard

Variables	UNIVERSITY OF IBADAN		LEAD CITY UNIVERSITY		TOTAL	
	F	%	F	%	F	%
Very high extent	85	9.2%	170	18.5%	255	27.7%
High extent	125	13.6%	105	11.4%	230	25%
Low extent	75	8.2%	45	4.9%	120	13%
Very low extent	40	4.3%	35	3.8%	75	8.2%
No influence	125	13.6%	115	12.5%	240	26%
TOTAL	450	48.9%	470	51.1%	920	100%

The findings of this study with respect to table seven indicate that 27.7% of the respondents agree to a very high extent that they have bought Smartphones because they saw them on billboards while they have no influence on the purchase of Smartphone to 26%. This implies that larger percentage of the respondents of this study had bought one Smartphone or the other because they saw them on billboard.

Test of Hypothesis

H₀:Digital Billboards advertisement does not positively influence Smartphone purchase decisions of university students.

H₁:Digital Billboards advertisement positively influence Smartphone purchase decisions of university students.

Decision rule: Reject H₀ if p-value is less than or equal to significant value

Table 4: Testing of Hypothesis using ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	576.520	16	144.130	159.940	.006
	Within Groups	161.306	904	.901		
	Total	737.826	920			
	Between Groups	340.391	16	85.098	345.896	.008
	Within Groups	44.038	904	.246		
	Total	384.429	920			
	Between Groups	431.266	16	107.817	1054.976	.006
	Within Groups	18.293	904	.102		
	Total	449.560	920			

The findings of this study with respect to table eight indicate the mean comparison using ANOVA. Since p-value (0.006) is less than the significant value (0.05), so the hypothesis is rejected. It is therefore concluded that there is significant relationship between billboards advertisement and smartphone purchase decisions of university students. Hence, billboards advertisement positively influence Smartphone purchase decisions of university students.

DISCUSSION OF FINDINGS

This study examined billboard advertisement and smartphone purchase decisions of university students in Ibadan metropolis and found that, to a very high extent, billboard advertisements had changed respondents' choice of Smartphones. However, Borisoval and Martynova (2017) found that billboards are basically to generate brand awareness and fulfill the aim of every company that wants to remain in the market which is to make maximum sales and profit because they act as a frequent reminder of a new product that is readily available for purchase in the market. This is also agrees with Abideen and Saleem (2011), which who submit that businesses use advertising to attract many clients and customers by using influential messages and effective campaigns with the main aim of reaching existing and potential customers to deliver to them information about the products and the services, in order to change their buying behaviour.

Furthermore, the study established that, Smartphone brands mostly patronized by Nigerian university students associated with exposure to billboards include: Infinix (39.7%), Apple (16.8%), Samsung (14.1%), Gionee (8.7%), Techno (7.6%), Itel (7.1%) and Nokia (6%). This supports the findings of Kolawole (2017) that Nigeria has one of the fastest growing Smartphone markets in Africa and that the top Smartphone brands mostly found in the hands of youths in Nigeria are: Samsung Techno, Itel and Infinix captured two-third of the purchasing power, Nokia is rated the 5th most purchased brand while the other brands that capture a smaller share of the overall

Nigerian Smartphone market include; Huawei, Lenovo, Fero, Alcatel, Gionee and Apple.

Comparing these results to that of Kolawole (2017), it is evident that there is huge shift from Samsung to Infinix by Nigerian university students in Ibadan metropolis. It can therefore be deduced that Infinix billboard advertisement is more effective and as a result gaining more popularity and sales among university students in Nigeria.

As stated by Nyarko, Tsetse & Avorgah (2015), brand awareness, high frequency of exposure to regular commuters and 24-hour presence, are parts of the strength of outdoor advertisement. Our findings support this since majority of the respondents are exposed to billboard advertisements and more than a quarter had purchased Smartphones as a result of frequently seeing it on billboards to a very high extent.

CONCLUSION

From this study with regards to the research questions earlier posed, the study concludes that billboard advertisements which is a form of outdoor advertisements is an effective and efficient medium of advertisement in Nigeria and that larger percentage of the respondents purchase smartphones as a result of seeing them on billboards, this implies that billboard advertisements influence the purchase decision of buyers, moreover, the billboard advertisement contents seem to draw more attention from the buyers of smartphone. And of all the various brands of smartphones used by students, Infinix remains the most patronized as a result of billboard advertisements as it indicates that students prefer Infinix because they see its advertisements very often in the billboards.

To a very high extent, billboard advertisements of smartphones have influence on the students' choice of smartphones purchase and to a high extent, students purchase smartphones because it is attractive on billboards when advertised. Students usually come across picture-

based billboards, however, the billboard type that attracts students enough and has the capability to influence their purchase decisions is the Electronic/video-like billboards.

RECOMMENDATIONS

Based on the findings of this study, it is therefore recommended that:

1. Various manufacturers of smartphones should venture more on billboard advertising of smartphones to further instill and position their brands in the minds of students to enhance their future purchase decision.
2. Strategic positioning of catchy billboard advertisements of smartphones to further attract students and serve as a constant reminder to arouse desire, create interest, convince, then prompt them to action should be aimed at.
3. Manufacturers and advertisers should spend more on electronic/video-like billboards because it is more effective and attractive enough to target students who constitute a sector of the consumers.

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