



IMPACT OF CREATIVE TRANSIT SOCIAL ADVERTISING MESSAGES ON FIRST GENERATION LEARNERS

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Abstract:

OOH advertising is the most popularly associated medium for most Gen Z commuters. However, transit advertising as a medium is finding its momentum in creating a long lasting impact on the target audience. The advantages of this media far exceeds public engagement as compared to any of the other traditional media of attracting customer attention. Aiming at inclusion, advertisers today have realized the significance of this media and have started advertising on transit vehicles and transit shelters for effective communication of social messages. The present study aims at understanding the impact of transit advertising on the first generation learners in Mumbai. Public transport is the preferred choice of majority of daily commuters who aim at economy. Known for its unique advantages, transit advertising has established itself as a mass reach medium that cannot be ignored or skipped unlike other media. Besides, this media is highly cost effective and is a part of the daily lives of lakhs of travelers. By virtue of large size of transit advertisements, re-iterating social messages with creative slogans has become more powerful than ever before. Although, television and banners were powerful and dominant tools that ensured audience engagement, transit advertisements today compete the same space.

Keywords: *OOH, Transit advertisements, Social advertising*

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Introduction:

Background of the Study:

The only thing that remains constant is change and there is change in every aspect of advertising and marketing. It is imperative for advertisers to understand the psyche of the target audience. Commuters find it highly economical and time saving to travel to their destination using public transport. A minimum of 45 minutes to an hour is spent by the traveller to reach their destination on

a daily basis, leaving a lot of scope to tap the audience during their travel time.

Effective advertising and marketing strategies can be developed only on understanding the demographic profile of the commuters, use of their travel time, socio-economic background of the commuters, frequency of travel and likability of placement of advertisements by the travelers. Not just product related advertisements, campaigns aiming at social awareness are at its all time



high where advertisers have chosen to communicate their messages using transit media.

Although there are several set of advantages of transit medium like cost effectiveness, impossible to ignore / swap the message, huge size of the advertisements to name a few, pre- occupancy of the commuters and mood of the commuters are the major disadvantages. These demerits can be easily covered by launching an advertisement that is highly creative and eye-catching. Very often, media planners have based their strategies upon thorough analysis of the demographic profile of the respondents.

Marketers can capitalize on the reach of the media since, the media caters to diverse target audience. Transit is a highly effective media that caters to a varied age group and hence it is imperative that consumer behavior gets analyzed. Traditionally, consumers were extremely conservative about their purchase decision, while today's consumer is more experimental in their purchase decision.

Objectives of the Study:

- To understand the role of transit advertising in creating brand awareness amongst the first generation learners.
- To examine the impact of transit advertising on first generation learner's
- To study the impact of transit advertising on consumer behaviour of first generation learner's.

Research Questions:

- a. Does transit advertising create a positive brand image in the minds of the customers?
- b. What is the role of creativity in influencing the purchase decision of the commuters?
- c. What are the attributes that attract the attention of the commuters towards transit advertising?

Significance of the Study:

Transit advertisements have come a really long way from its role as a secondary media to a promising independent media. Transit advertising is an important element of

out-of-home advertising and is a very popular form of gaining attention. The respondents of this study are young graduates who form a considerable size of the overall population that take independent purchase decisions.

Limitations to the Study:

- ✓ The study is exclusively on First Generation learner's. Hence, students who come from an educated background are not included.
- ✓ Apart from geographical constraints, mindset of the respondents is a very important aspect for an appropriate response.

Review of Literature:

1. **Kara Chan (2013)** analyzed the impact of subway advertising on commuters and stated that subway advertising as a part of out-of-home advertising is a highly effective media. The study revealed that majority of the commuters are aware of subway advertisements. The impact of this medium is high as compared to that of street advertisements and there is no significant difference in the impact of this media with reference to gender.
2. **Shivany .S (2018)** studied the impact of billboard advertising. The author stated that creativity is the most important element of outdoor advertising. It was found that emotional appeal in case of outdoor advertisements are extremely impactful. The author found that billboards should be designed in an understandable manner. Besides this, the author also stated that colors used and language used in billboard advertisement should be clear, simple and easy to understand. Symbols used in billboard advertisements are also to be appropriately designed so as to catch young commuters attention.
3. **A. T. Roux(2015)** found that outdoor advertising has immense potential to grab the attention of the passer-by or commuters. The author states that an overall approach to advertising in the form of (IMC) Integrated Marketing Communication will be most



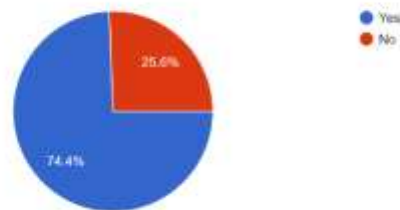
effective in creating the desired impact in the target audience. The author also examined the role of outdoor advertising as a standalone media, support media and lead media.

4. **Nimit Sheth et.al (2015)** studied the factors that are responsible for the growth of transit advertising. The author found that there is an immense potential of outdoor advertising to grab the attention of the daily

commuters. The author stated that outdoor advertising includes street furniture, transit advertising, billboard and other outdoor spaces. The author found that outdoor advertisements are unique in the sense that they break the clutter of traditional advertisements. It was found that growing reliability on public transport has led to more potential of transit advertisements.

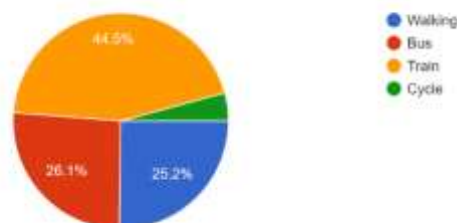
Finding's Analysis & Interpretation:

Do you travel everyday?
121 responses



Interpretation: Majority of the commuters travel everyday.

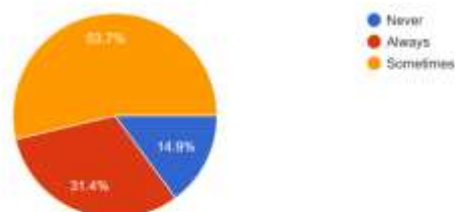
Which mode of transport do you take to travel?
119 responses



Majority of the First Generation learner's sue the following modes to travel to their destination:

- a. Train b. Bus c. Walking

Do you watch advertisements while traveling?
121 responses



Interpretation: Majority of the respondents watch advertisements on vehicles only sometimes, while 32% respondents watch transit advertisements always.

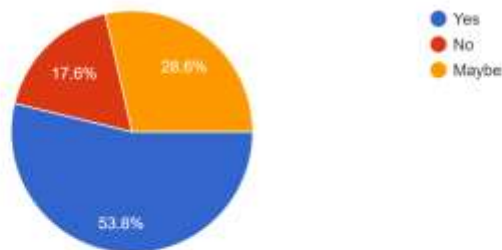


Where do you most watch transit advertisements?
118 responses



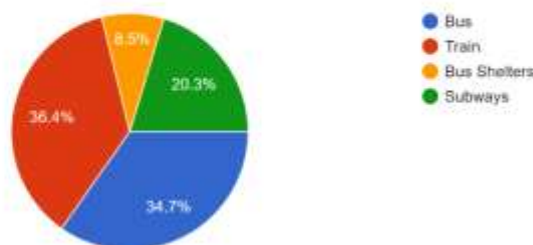
Majority of the commuters follow advertisements outside the vehicles.

Have you seen social messages on transit advertisements?
119 responses



Majority of the respondents have seen advertisements carrying social messages on transit vehicles.

According to you, which transit advertising is the most effective in creating social media awareness?
118 responses

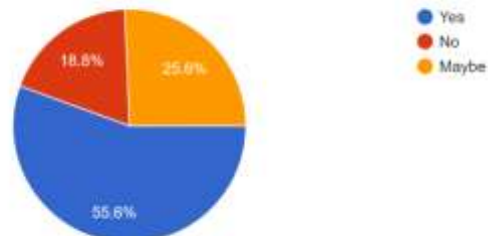


Majority of the commuters are of the opinion that transit is the best mode to create awareness about social messages.



Do you think transit advertisements are the most effective media to run social messages?

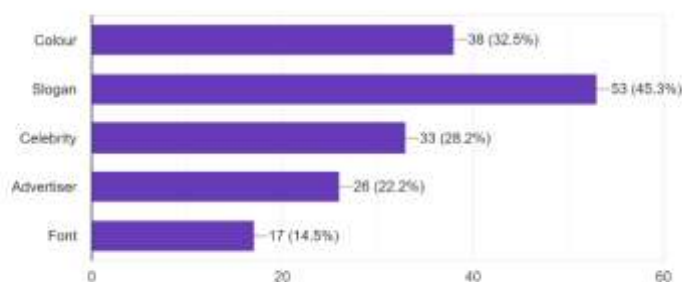
117 responses



Interpretation: Majority of the respondents feel that transit advertisements are the most effective media to run social messages.

What catches your attention the most while watching a social message on transit media?

117 responses

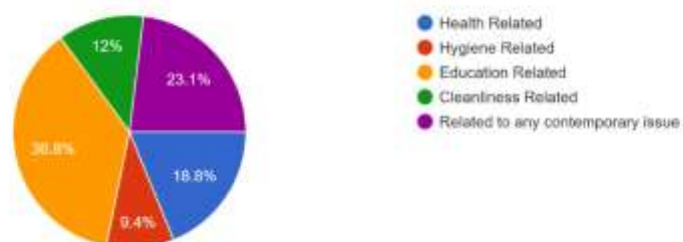


The following aspects catch commuter's attention the most:-

1. Slogan
2. Colors
3. Celebrity in the advertisement

What kind of social messages do you like to see?

117 responses

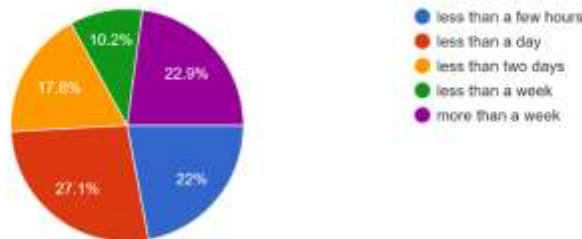


Interpretation: Majority of the respondents like to see education related social messages followed by social messages on contemporary issues, health related messages, cleanliness related messages and hygiene related messages.



How long does the impact social messages appearing on transit vehicles last with you?

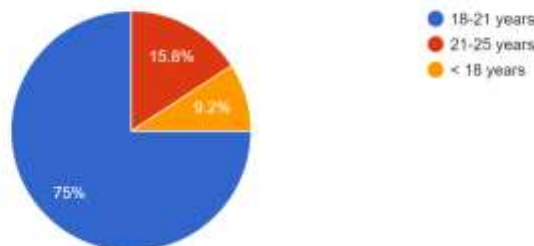
118 responses



As per the opinion of majority of the respondents, the recall of maximum commuters is only for a few hours.

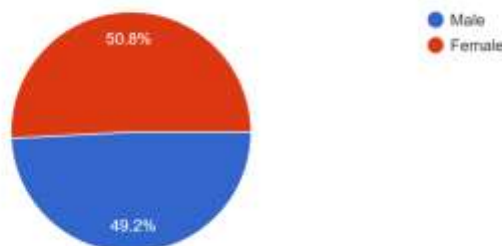
Age

120 responses



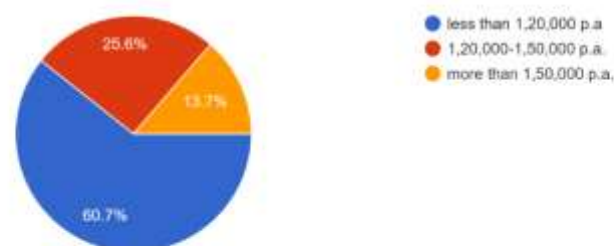
Gender

122 responses



Income of the family

117 responses





Recommendations:

- Advertisers can aim at coming up with advertising campaigns that are colorful, have innovative and catchy punch lines and use celebrities in their advertisements.
- Advertisers must consider transit advertisements as a great platform to run social advertising campaigns.
- First Generation learners seem to be more inclined towards advertisements carrying social messages on the themes that are more focused on relevant and contemporary issues.
- Transit advertisements outside the vehicle are more impactful. Hence, advertisers should capitalize this aspect.
- Since the recall of transit advertisements are short-lived, advertisers should aim at such campaigns for not more than a week's time.

Conclusion:

Young first generation learners are well informed about the product categories and are savings driven. It is imperative that advertisers and marketers strategize their advertising and marketing campaigns based on a thorough analysis of the demographic dividend that is derived from the daily commuters. One can consider understanding the consumer behavior of the first generation learners who are driven by 'the value for money' concept. Based on the preferences, likes and dislikes of the respondents, the target audience can be tapped on their travel to their destinations.

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