CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter concludes the research findings that has been investigated on last chapter and presents the conclusions, managerial implications, limitations, and suggestions for future research.

5.1 Conclusion

As the results from simple linear regression analysis, all the variables have significant correlation and also all the hypotheses were accepted, the local presence is the most significant variable that can affect to the consumer's attitudes toward billboard advertising, it indicates that the aspect of local presence of billboard could make consumers to generating brand awareness of the product and also the local presence of the billboard could maintain brand presence in the market. The local presence of the billboard also could provide an impetus to the consumer to make a decision to buy a product. That is why the local presence of the billboard has positive relation with the consumer's attitudes

From the multiple regression analysis there are two out of four attributes that have significantly influence the consumer's attitudes toward billboard advertising which are visibility and local presence. So, after conducting simple linear and multiple regressions test the author conclude that from the four attributes that we could find in the billboard (Visibility, Media efficiency, Local Presence and Tangible response) Media efficiency and Tangible response not have influence to the consumer's attitudes toward billboard

advertising rather than Visibility and Local presence. But, it does not mean that the Media efficiency and Tangible response does not useful at all, results from the linear regression test shows that each of two attributes has influence to the consumer's attitudes toward billboard advertising. In other words, media efficiency and tangible response variable has low effect or influence if those two attributes incorporated with local presence and visibility factor.

Visibility and local presence are the most important attributes that should be taken into account when the companies decided to use billboard as their marketing promotional tool. After that, the author did simple linear regression test again in order to measure the correlation between consumer's attitudes toward billboard advertising to the purchase intention. As the result, the consumer's attitudes toward billboard advertising have significant influence with their purchase intention

5.2 Managerial implication

Based on the finding of this research the Author comes up with several managerial suggestions to the management of a company on the effectiveness of billboard from the consumer point of view. Consumer's attitudes toward billboard advertising have strong influence to the purchase intention, so it is important to companies that using billboard as marketing promotional tool to concern on significant attributes that makes billboard advertising work. Visibility and Local presence are the most significant attributes that influence consumer's attitudes toward billboard advertising. These attributes help billboards to be noticed and read.

To advertisers or companies; avoid shaky, marginal locations that impair all or part of the billboard's visibility. Try to put your billboard on the prime location where there are many people can easily looking at to the billboard and to get the maximum visibility of the billboard, use colors and pictures to contrast with sky and other surroundings. On a typical board, try not to use white or sky blue backgrounds as they blend with the sky around them. Is the as readable from various distances, angles, lighting and weather conditions? creative design should be specific to the board in the showing. Are you saying only one simple key statement? Nothing else will be read and may endanger the more important messages. Do not put words or sentence stacked on top of each other. This reduces the ability to understand and view the message. Less is more. Does your ad have a sufficient amount of space between the actual lines and words? If the letters or words run together it will not be read.

5.3 Limitation

The study has some limitation, which are;

- The area of respondents only in Jakarta because of limitation of time
- Not many various type of billboards in Jakarta
- Jakarta does not have associations that take care only focus on outdoor advertising. So, it is difficult for author to collect the data about the number of billboard advertising
- There are so many illegal billboards advertising in Jakarta

5.4 future research recommendations

For future research recommendation, the research should be explored in more depth, because there is a potential of the author's research that leads to the key success factor that makes outdoor advertising work.

Based on our research findings, the author hope could give the recommendations for advertisers who want to improve the brand or product recognition or the attractiveness of their outdoor advertisements. The author hopes the results data of this study could be implemented for companies and advertisers that want or continue using billboard as one of their marketing promotional tool and also, findings of this study could be used for future studies that want to measure the effectiveness of billboard perspective from the company point of view which aims to focus on the beneficial for the company. The next logical step is to understand the effectiveness of outdoor advertising when used in conjunction with other media such as television, magazines, newspaper and internet.