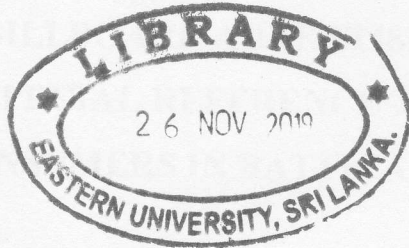


**THE EFFECT OF BILLBOARD ADVERTISING ON CUSTOMER
ATTENTION (SPECIAL REFERENCE TO TRAVELLING
CONSUMERS IN BATTICALOA)**



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Abstract

Increasing global competition has made many companies want to find more innovative ways of promoting their goods and services. This has contributed to the increased use of billboard advertisement as a communication tool to enhance the promotional efforts of many organizations and by extension sales revenue in many industries. The success of companies which produce similar goods as a result of rapidly changing market conditions and heightened competition depends largely on the extent to which they are able to use market communication components professionally and rationally and also. Billboard advertising plays an important role and it should be placed on right place at right moment. It is a best way for introducing or advertising your business products because it's an easiest marketing tool to communicate with different people. The major objective of this study is to examine the effect of Billboard advertisement on customer attention of traveling consumer. Dimensions used in this study include name identification, location of billboards, readability, clarity of message, visuals, creative, information and physical aspect of the billboard. A sample of 300 respondents has been taken and the primary data was collected through the well-structured and closed ended questionnaire by using convenience sampling method. The SPSS package was used in conducting the correlation, regression, ANOVA analysis. Findings of this study revealed that the dimensions of billboard advertisement have significant positive effect on customer attention. This research is beneficial for all consumers as well as marketers for companies that use to promote their products through this medium ensures the long-term survival of the business organization in the competitive market.

Key Words: Billboards, Customer attention and Advertisement

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