

PRAD3046

# Measuring the Effectiveness of Bus Advertising

Team: **MAXUS**

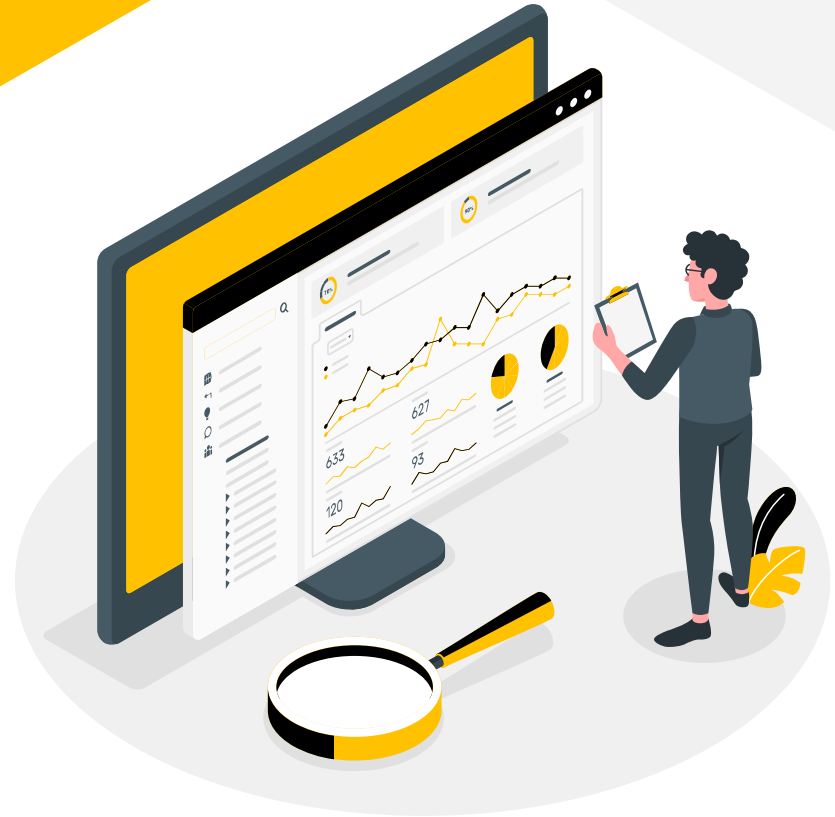
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# Background

01



Bus advertising as a form of OOH in Hong Kong

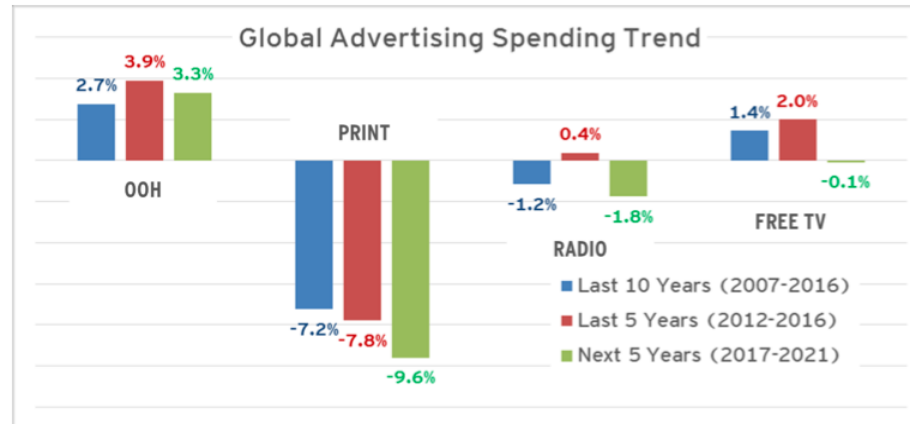
# OOH ADVERTISING

OOH is the only "traditional" media category that has shown sustained growth. (JCDecaux, 2020)

OOH advertising revenue will grow by 3% to 4% per year in the next five years to reach \$33 billion by 2021.

Out of home (OOH) transport media have become a popular advertising and marketing tool

Influencing the advertising trends around the world.



# BUS ADVERTISING

**The advertising industry is evolving at a rapid pace**



**Media landscape keeps changing to adapt to the  
modification in people's living patterns**



**More people doing all activities in outdoor  
environment**



**Follow their daily routine**



**Transportation media**

**BUS ADVERTISING**

# BUS ADVERTISING



Bus Body

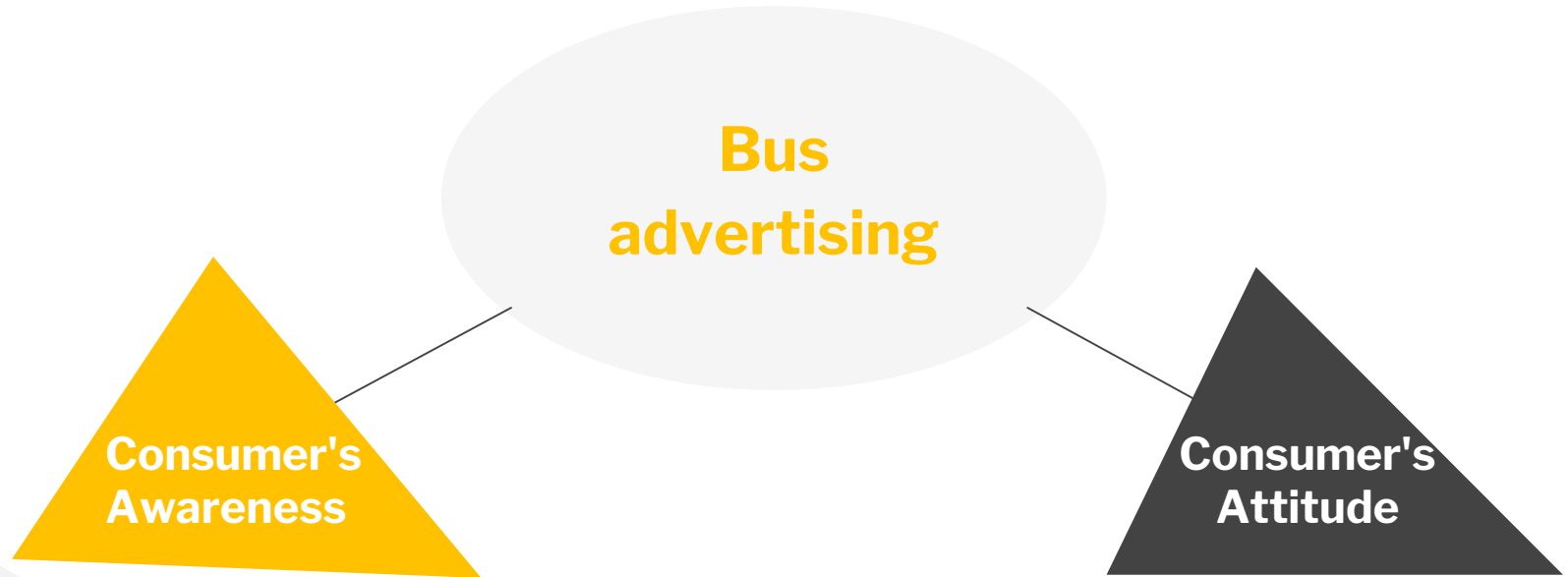


Bus Interior



Bus Shelter

# Research Objectives



# Methodology



How to conduct our  
research?

02

# Sampling of Advertisement

## TOTAL ADS

Locations: Hong Kong Island, New Territories, Kowloon



50

12

## SELECTED ADS

- Poster and stickers (represent different product categories + message appeals)
- 3 types

# Sampling of Respondents

## Quota sampling:

- Adult males and females aged 18 or above
- Control category = **SEX**
  - At least 25 % of males

**Total no. of eligible responses:**

**110**

**Internet interviewing**

→ spread out the survey



# Questionnaire

## Part 1: Bus Bodies



你有看過以上巴士車廣告嗎?

有

沒有

請評價此廣告創意度

1 4  
很沒有創意 ○ ○ ○ ○ 很有創意

## Part 2: Inside Buses



你有沒有看過以上廣告?

有

沒有

請評價此廣告創意度

1 4  
很沒有創意 ○ ○ ○ ○ 很有創意

## Part 3: Bus shelters



你有沒有看過以上廣告?

有

沒有

請評價此廣告創意度

1 4  
很沒有創意 ○ ○ ○ ○ 很有創意

# Questionnaire

## Part 4: General evaluation to bus advertising

### - 10 statements

(1 = strongly disagree,

4 = strongly agree)

我通常會在以下情況留意到巴士廣告：

	非常不同意	不同意	同意	非常同意
廣告所用的色彩鮮豔	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
廣告內容簡潔易明	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
巴士廣告的面積很大	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

品牌知曉度

	非常不同意	不同意	同意	非常同意
巴士廣告相較其他形式的廣告更吸引我注意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
相較其他形式的廣告，巴士廣告可以提供更清晰的品牌資訊	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

廣告印象

	非常不同意	不同意	同意	非常同意
我清楚記得我看過的巴士廣告	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
巴士廣告可以有效提供產品資訊	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我對巴士內（座位前）的廣告印象較其他地點（車身、巴士站）的深刻	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Questionnaire

## PART 5: DEMOGRAPHIC INFORMATION

→ *Total no. bus travels in previous weeks; sex; age; education level; monthly income level*

在過去一星期你總共搭了多少次巴士?

0

1-2

3-5

6-10

11或以上

性別:

男

女

年齡:

18-24

25-34

35-44

45-54

55-64

65或以上

教育程度:

小學或以下

中學

# Findings

03

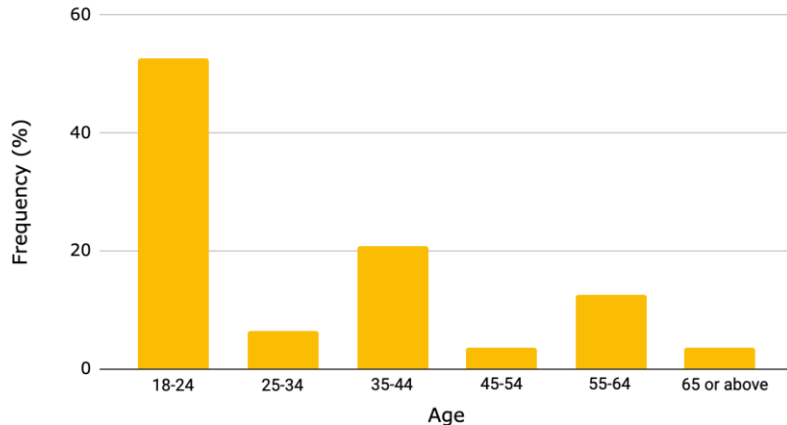


# Respondents Profile

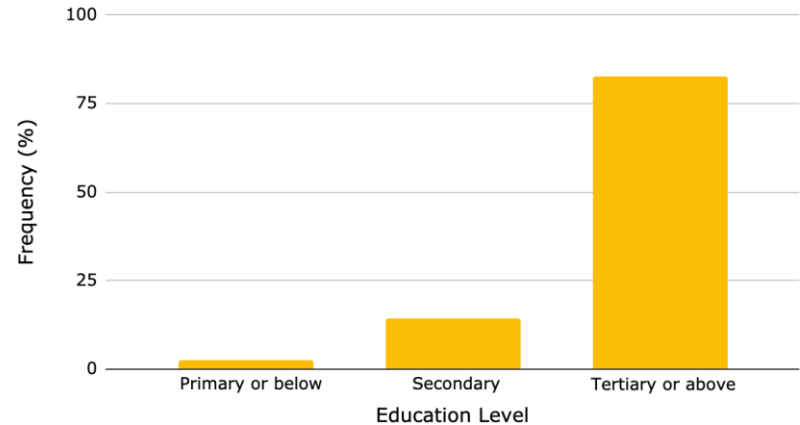
 **Total: 110 respondents**

- 62.7% female, 37.3% male
- Predominantly aged 18 to 24 (52.7%)
- Mostly completed/taking on tertiary or above education (82.7%)

**Age of Respondents**



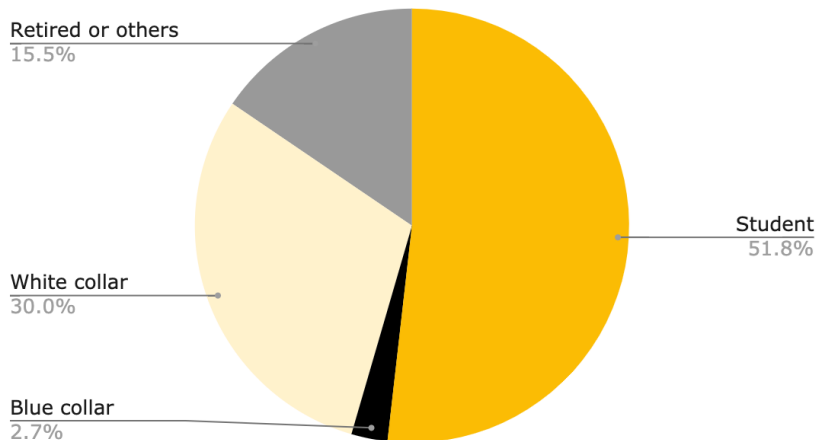
**Education Level**



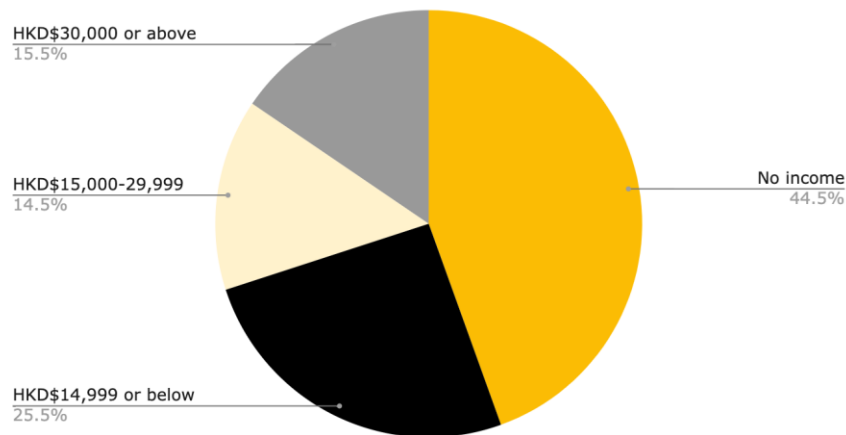
# Respondents Profile

- More than half were students (51.8%)
- One-third were clerical workers
- Mostly no income

**Occupation**



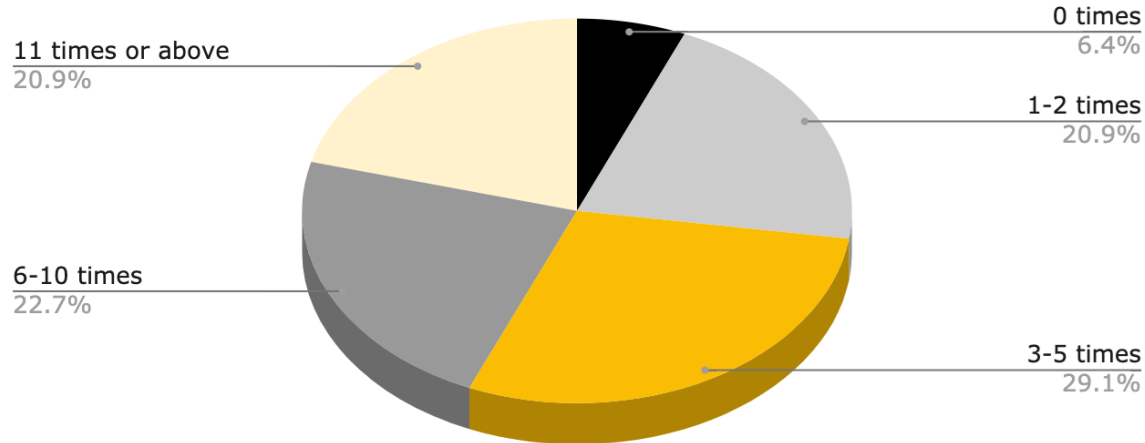
**Personal Monthly Income**



# Respondents Profile

- Similar percentage for different frequencies of bus travelling in the past week

## Frequency of travelling on bus in previous week



# Advertising Awareness

## Ranking of Average Advertising Awareness

1

Bus Bodies: 70.7%



2

Interior of Buses: 52.3%



3

Bus Shelters: 40.45%



# Advertisements with highest awareness



**Chow Tai Fook T Mark**  
Awareness: 93.6%  
Creativity: 1.4/4



**CitiBank Octopus Visa Platinum Card**  
Awareness: 81.8%  
Creativity: 1.5/4

# Advertising Awareness & Characteristics of the Posters

Advertisement	Awareness %	Creativity	Orientation	Character	Type of Character	Number of words
Advertisement on bus body						
McDonald's Crispy Thighs	59.1	1.9	Landscape	No	/	11
Walch Speed Foaming Automatic Dispenser	64.5	2.1	Landscape	No	/	16
Vita Cold Brew No Sugar Ceylon Lemon Tea Drink	65.5	2	Landscape	No	/	14
Chow Tai Fook T Mark	93.6	1.4	Portrait	No	/	18
Advertisement inside the bus						
Fresubin Powder Fibre	43.6	1.8	Landscape	Yes	Celebrity	67
General Air Conditioner	28.2	1.8	Landscape	Yes	Celebrity	49
Café de Coral Baked Curry Chicken Rice with Cheese	55.5	1.9	Landscape	No	/	47
CitiBank Octopus Visa Platinum Card	81.8	1.5	Landscape	No	/	95
Advertisement at bus stop						
Avamys Fluticasone Furoate Nasal Spray	44.5	2.9	Portrait	Yes	Cartoon	120
Feburic Febuxostat	38.2	2	Portrait	Yes	Celebrity	65
Zyrtec Tablets for Allergy Symptom Relief	43.6	1.8	Portrait	Yes	Model	292
HP Envy 15 Laptop	35.5	1.9	Landscape	No	/	78

*Note.* 4-point scale for creativity with 1 = very uncreative and 4 = very creative

# Attitudes towards bus ads.

Bus ads with vivid colours attract my attention (3.23)

Bus ads with clear and understandable content  
attract my attention (3.21)

The larger-than-life bus ads attract  
my attention (3.18)

Bus ads can stimulate my buying intention (2.11)

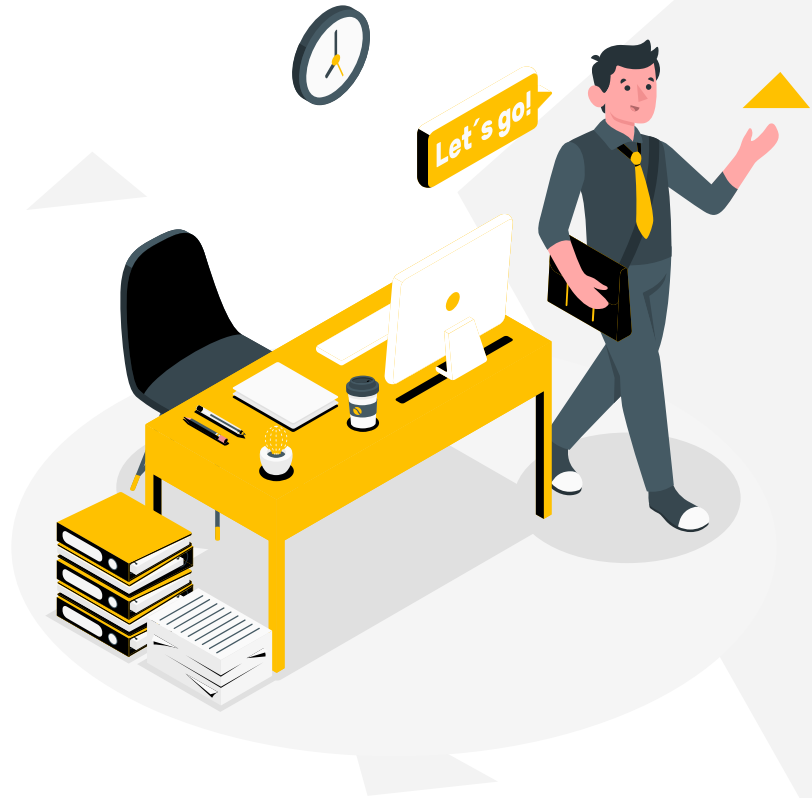
I will visit websites of brands after seeing ads (1.96)



Note. 4-point scale with 1 = strongly disagree and 4 = strongly agree

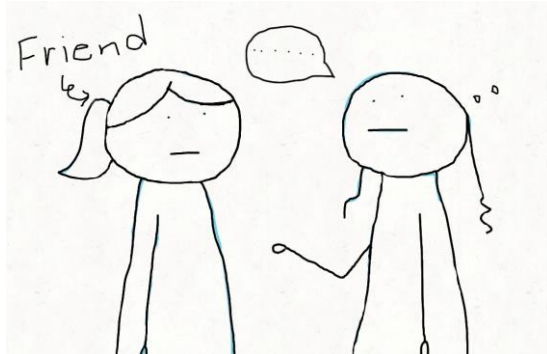
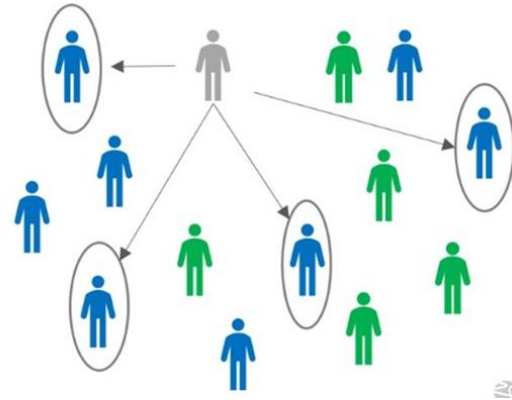
# Discussion

04



# Limitations

- Quota Sampling
  - Two-stage approach = control characteristic (i.e. sex) + **convenience sampling**
  - Problems: *selection bias*...



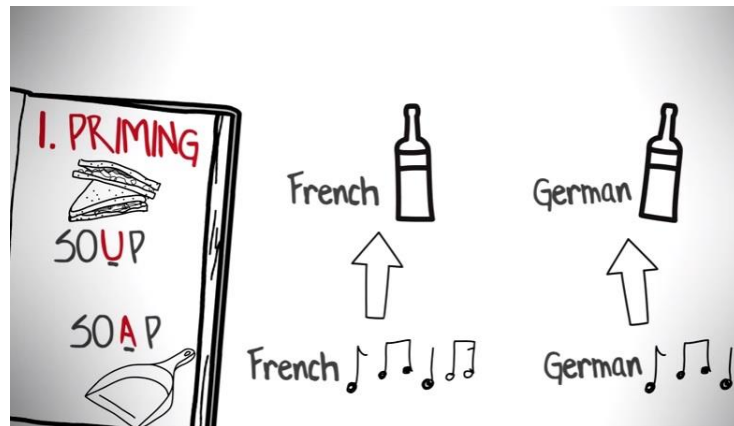
## ***Social desirability bias/self-reporting bias***

- Self-reported data
- People want to look good, maintain self-esteem ⇒ choose socially acceptable answers (i.e. which may not reflect their actual attitudes)

# Limitations

- **Priming**

- Pre-exposure to stimuli influence one's response to a subsequent stimuli
  - More applications in *neuromarketing* nowadays
- **Reported awareness = actual awareness...?**
  - Previous exposure to other brand messages?
    - TV commercials?
    - Catchy taglines?
    - Brand logos?
  - *Spreading activation...* (Rajain, 2016)



# Comparing to other formats of out-of-home advertising

- Compare the **Advertising Awareness** with Subway & outdoor posters advertising
  - The advertising awareness of bus advertising is **highest** among all mediums
  - Transit advertising (Bus advertising & Subway advertising) **significantly higher** than outdoor posters advertising

■ Frequency   ■ Flexibility   ■ Location



Out-of-home advertising	No. of selected advertisements	Lowest Awareness %	Highest Awareness %	Average Awareness %
Bus advertising	12	28.2	93.6	54.5
Subway advertising (Chan and Fung, 2013)	16	18.4	79.8	43.5
Outdoor posters advertising (Chan and Cheng, 2011)	8	18.7	49.7	35

# Location of Advertisements

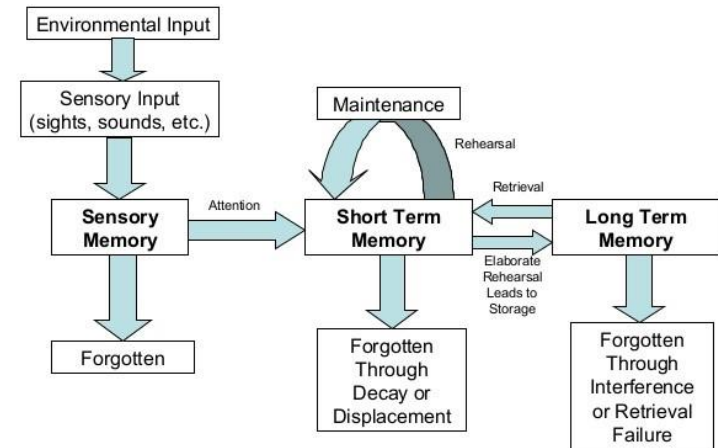
- The awareness of advertisements on **Bus Bodies** is **notably higher**
  - ***on bus body (70.7)***
  - ***Inside the bus (52.3)***
  - ***At bus stop (40.6)***
- = consistent with the past studies of Bus Advertising in Hong Kong
  - “...**exposure to exterior bus advertisements is high. Around 80% of interviewees could recall one or more advertisements with brand names.**” (Gerard & Chan, 1998)
- The awareness at bus stops is the **lowest** among three locations
  - Be contributed to the launch of **Transit real-time application**
    - Passengers can now access the real-time bus arrival information through mobile devices + reduce waiting time → Spending less time at bus stops



# Execution of Advertisements

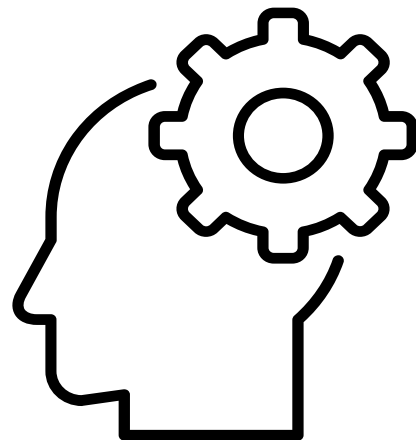
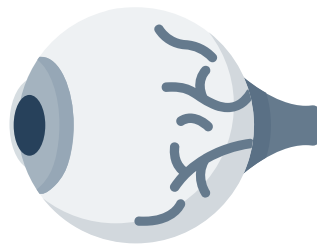
- Conditions to attract attention:
  - **Vivid colours (3.23)**
  - **Clear and understandable content (3.21)**
  - **Larger-than-life bus ads (3.18)**
- **Selective attention**
  - Information processing theory - recall of brand message (Edell & Keller, 2018)
    - Attention → Encoding (STM → LTM) → Retrieval from LTM
      - Step-by-step manner

## Multi Store Model - Atkinson & Shiffrin



# Execution of Advertisements

- *Orienting response* → counter-habituation (Naatanen, Spinks, Lyytinen & Sokolov, 2002)
  - Strategic design of stimuli to increase **eye fixation**
    - **Vivid colors in design & visualization** (Beattie & Mitchell, 1985; Fernandez & Rosen, 2000; Lohse, 1997),
    - **Easy-to-follow semantic cues in copywriting** (Higgins, Leinenger & Rayner, 2014; Nielsen, Shapiro & Mason, 2010)
    - **Optimal and prominent ad sizes** (Finn, 1988; Hanssens & Weitz, 1980; Pieters, Wedel & Zhang, 2007).



# Celebrity Endorsement

- Use of celebrities **≠** enhance awareness
- **Highest** awareness ad **X** using celebrities
  - E.g. Chow Tai Fook T Mark advertisement
- Reasons:
  - *Source attractiveness model*
    - **low** level of visual attractiveness and popularity
      - Example: Babyjohn Choi → General Air Conditioner ad



# Celebrity Endorsement

- *Celebrity-brand congruence*
  - celebrities share a **consistent** image with product → **higher** advertisement effectiveness and perceived credibility (Levy, 1959; Kamins and Gupta 1994, as cited in Sertoglu, A. E., Catl, O., & Korkmaz, S. 2014)
  - Inconsistent = **less** persuasive
    - Example 1: Ronald Cheng → spokesperson of Feburic  
Febuxostat
    - Example 2: Mak Ling Ling → Fresubin Powder Fibre



# Celebrity Endorsement

- However...
  - **Awareness: Mak Ling Ling (43.6%)** > Ronald Cheng (38.2%)
  - Possible explanations:
    - Ad with Mak Ling Ling also features **testimonials**
      - Greater perceived similarity → *narrative transportation* occurs more easily (i.e. devote mental capacity into the ad = attention) (Moyer-Gusé, 2008)

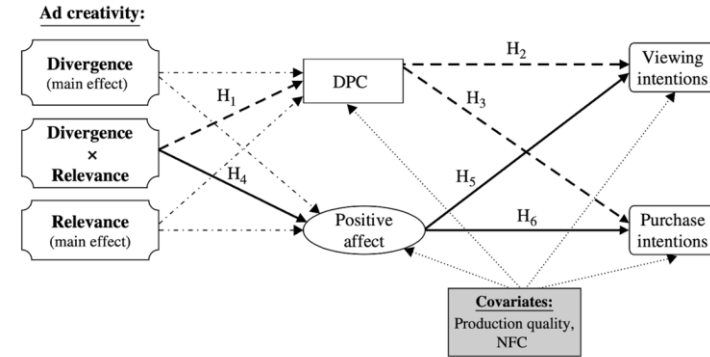


# Triggering buying intention

- “Bus ads can stimulate my purchase intention”:

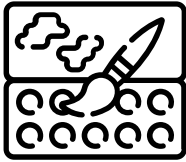
2.11/4

- Aware of ads with greater creativity elements
  - More creative ads  $\Rightarrow$  greater awareness
- Creativity in ads triggers positive effects on making purchases (MacKenzie et al., as cited in Yang and Smith, 2009)
  - **Desire to postpone closure (DPC)**
  - Impacts resistance towards persuasion
  - **Creativity  $\uparrow \Rightarrow$  DPC  $\uparrow$**

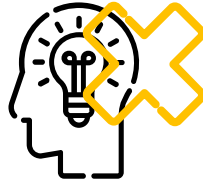


# Triggering buying intention

Creativity↑ ⇒ DPC↑ ⇒ curiosity & open-mindedness ↑ ⇒ buying intention ↑



**Creative** ads are divergent  
→ more ambiguous

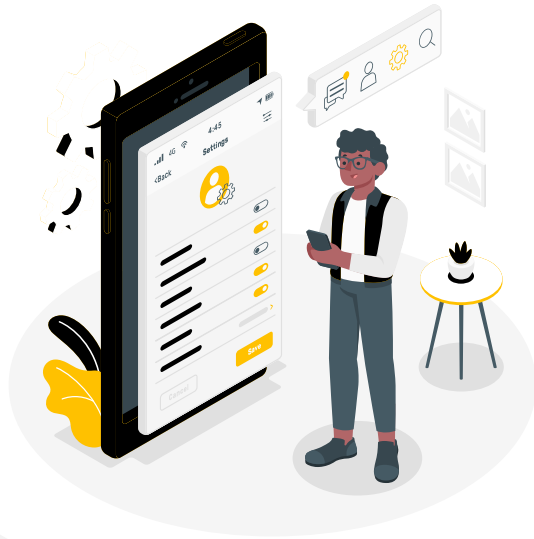


Violate expectancies and do **not**  
**fall into a predetermined pattern**  
(Heckler and Childers, as cited in  
Yang and Smith, 2009)



Generate favourable **buying**  
**intention** (Jacks and Cameron,  
as cited in Yang and Smith,  
2009)

# Perceived effects of respondents



- General negative attitude towards bus ads. (catching attention & triggering purchases)
- Possibility of influenced by *third-person effects*
  - **Third-person:** believing others are more influenced by communications than themselves (Eisend, 2017)
- **Self-reporting bias** ⇒ subjective, bus ads may cause greater impact than reported



# Marketing Implications

05

# Implication for Advertisers

Consider the followings when creating bus ads



Greater frequency  
with geographic  
flexibility



Ads on bus bodies  
generate greater  
awareness than  
other spots



Vivid colours, bigger size  
and easy-to-digest info  
shall be utilised



Testimonials may be  
more effective than  
celebrity endorsement



Creative is key!

# Conclusion



06

## Awareness

- Awareness level: Bus bodies > Displayed inside the bus & Bus shelter

## Attitude

- Vivid colours, clear messages and extensive sizes → attract attention
- X Bus advertising must trigger consumption

Advertising appeal: ***Creativity > Celebrity endorsement***

ORIGINALITY/CREATIVITY



Positive attitude of evoking desire for consumption and brand awareness

# Thanks



*\*\*Credit:* Presentation template from  slidesgo

**PRAD 3046**

**Audience Measurement and Engagement**

**Measuring the effectiveness of bus advertising**

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**Date of Submission:** 22 November 2020

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# EFFECTIVENESS OF BUS ADVERTISING IN HONG KONG

## **Abstract**

The study aimed to test the overall response and attitude of audiences towards the advertising placement on bus medium. An online survey about bus advertising was distributed to 110 adult males and females aged 18 or above in November 2020. The survey showed the awareness of the 12 ads ranged from 28.2 to 93.6 percent with an average of 54.5 percent. Overall, the advertisement placed on the bus body received greater attention from respondents with the highest standard in 70.7 percent. Respondents showed a positive attitude towards bus advertisement based on the four-point Likert Scale. They believed that vivid colours, explicit content and more extensive size advertisement would attract their attention the most.

*Keywords:* advertising effectiveness, out of home media, transport media, bus advertising, media planning, advertising attitudes

## **Introduction**

The advertising industry is evolving at a rapid pace and the media landscape keeps changing to adapt to the modification in people's living patterns. According to an analysis by Magna Global Media Economics report, OOH is the only "traditional" media category that has shown sustained growth. The revenue is still expected to grow by 4% each year. (JCDecaux, 2020). OOH occupies an important part of the total advertising expenditure (Roux & Van der Waladt, 2014). This phenomenon reveals that OOH is influencing the advertising trends around the world.

Bus advertising is a type of OOH. Bus ads are vital to reach audiences in all ages, backgrounds and incomes (Benjamin, 2015). Transportation media could only create featured advertisements inside the environment in the past (Kobliski, 2005), but now bus advertising has expanded to

## EFFECTIVENESS OF BUS ADVERTISING IN HONG KONG

diverse categories. It is essential for marketers to explore the passengers' response towards different types of bus ads in order to maximize the advertising effect. The purpose of the study is to evaluate the effectiveness of bus media and provide a guide for media planning in a bid to extend the audience reach.

### **Research Objectives**

This study attempts to examine:

- (1) Awareness of bus advertisements;
- (2) Consumers' attitudes toward bus advertising

### **Methodology**

#### **Sampling of Advertisements**

A sample survey through electronic interviewing was conducted. One week before the day of data collection, researchers visited Kowloon, Hong Kong Island, New Territories respectively, and took 50 advertisements in total. Then, 12 poster and sticker ads that were representative of a myriad of product categories and advertising message appeals were selected. The 12 posters and stickers could be divided into three main advertising formats – inside the bus, on the exterior body of the bus, and at bus shelters. Within our chosen formats, bus body posters were the biggest, followed by that at bus shelters, lastly with in-bus seat back stickers.

#### **Sampling of Respondents**

Since the effectiveness of local bus ads is being measured, the extent of data collection was Hong Kong. Our study adopted quota sampling, our sample elements were not chosen on a probabilistic

## EFFECTIVENESS OF BUS ADVERTISING IN HONG KONG

basis. Adult males and females aged 18 or above were recruited. Gender was designated as the control category with at least 25% of males. We spread out the survey and invited any responses, the results of the ineligible respondents were dismissed. A total of 110 completed questionnaires were received.

### **Questionnaire**

The questionnaire consisted of five parts. The first three parts collected data regarding respondents' awareness towards the 12 advertisements, inside buses, on bus bodies and at bus shelters respectively. All advertisements were presented with full colors one by one in a fixed sequence. They were asked if they had viewed the posters and stickers before. Afterwards, they were asked to rate the level of creativity on a four-point Likert scale (4 = very creative; 1 = very uncreative). Table 2 summarizes the characteristics of the posters and stickers.

The fourth part of the questionnaire asked for respondents' general evaluation toward bus advertising using ten statements, for example "bus advertisements with vivid colours attract my attention", "I can recall the bus advertisements I saw clearly" and "bus advertisements can stimulate my purchase intention". The statements were designed based on a previous research of subway advertising in Hong Kong (Chan & Fung, 2013). The respondents were invited to rate all the statements on a four-point Likert scale (4 = strongly agree; 1 = strongly disagree).

The fifth and final part of the questionnaire collected respondents' demographic data, which includes, the total number of bus travels in their previous week, sex, age, education level, occupation, as well as average monthly income level. The questionnaire was developed in Chinese. Upon data collection, the findings are translated back to English for further analysis. All researchers discussed thoroughly to ensure the translation was precise and accurate.

# EFFECTIVENESS OF BUS ADVERTISING IN HONG KONG

## Findings

### Respondents Profile

Altogether 110 respondents completed the questionnaires. Table 1 shows the demographic profile of the participants. Among the respondents, 62.7% are females and the remaining are males. The participants were predominantly aged 18 to 24, accounting for 52.7% of the total sample. Respondents age 25 to 34, age 35 to 44, and age 55 to 64 made up 6.4%, 20.9%, and 12.7% of the recruited sample respectively. Over 80% of the respondents reported to have completed or taking on tertiary or above education. There were merely a number of people claiming to have obtained primary or below education. More than half of the sample described themselves as students, while almost one-third described themselves as clerical workers. Nearly half of the sample declared not having any income and a quarter of the sample said that they earned less than HKD\$14,999 a month. Slightly above 29 percent claimed to have travelled by bus three to five times in the previous week, while 22.7 percent of respondents travelled six to ten times.

Table 1: *Demographic Characteristics and Frequency of Travelling on Bus (N=110)*

Category	Classification	Number	Frequency (%)
Sex	Male	41	37.3
	Female	69	62.7
Age	18-24	58	52.7
	25-34	7	6.4
	35-44	23	20.9
	45-54	4	3.6
	55-64	14	12.7
	65 or above	4	3.6

## EFFECTIVENESS OF BUS ADVERTISING IN HONG KONG

Education Level	Primary or below	3	2.7
	Secondary	16	14.5
	Tertiary or above	91	82.7
Occupation	Student	57	51.8
	Blue collar	3	2.7
	White collar	33	30.0
	Retired or others	17	15.5
Personal monthly income	No income	49	44.5
	HKD\$14,999 or below	28	25.5
	HKD\$15,000-29,999	16	14.5
	HKD\$30,000 or above	17	15.5
Travel on bus past week	0 times	7	6.4
	1-2 times	23	20.9
	3-5 times	32	29.1
	6-10 times	25	22.7
	11 times or above	23	20.9

### Advertising Awareness

Table 2 summarises the awareness of respondents towards the ads, as well as the characteristics of the selected advertisements. The ads on bus bodies had the highest average advertising awareness with a percentage of 70.7, while ads inside buses and at bus shelters resulted in an average of 52.3 and 40.45 percent respectively. The average awareness of ads placed on the exterior bodies of buses was significantly higher than the ones displaying inside buses or at bus shelters. The ad with the highest awareness was placed by Chow Tai Fook at the back of the bus body, with an average of 93.6 percent. The CitiBank advertisement inside the bus came second with a percentage of 81.8. Figure 1 shows the two advertisements with the highest awareness. Yet,

## EFFECTIVENESS OF BUS ADVERTISING IN HONG KONG

both of the ads were rated to have the least creativity, with mean scores of 1.4 and 1.5 (out of 4) independently.

The overall creativity of the 12 advertisements was rated to have a mean of 1.9 (out of 4). The ad of Avamys featuring the cartoon characters of McDull was evaluated to have the highest creativity among all, resulting in an overall rating of 2.9. Yet, the utilisation of other types of characters within the ads, including celebrities and models, all received a roughly rating of 1.8 on creativity, which was merely comparable to the ones without any feature of characters. There were no significant differences in influences of number of wordings nor orientation of ads on awareness and creativity rating.

Table 2: *Advertising Awareness and Characteristics of the Posters*

Advertisement	Awareness (%)	Creativity	Orientation	Character	Type of Character	No. of words
Advertisement on bus bodies						
McDonald's Crispy Thighs	59.1	1.9	Landscape	No	/	11
Walch Speed Foaming Automatic Dispenser	64.5	2.1	Landscape	No	/	16
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General Air Conditioner	28.2	1.8	Landscape	Yes	Celebrity	49
Café de Coral Baked Curry Chicken Rice with Cheese	55.5	1.9	Landscape	No	/	47
CitiBank Octopus Visa Platinum Card	81.8	1.5	Landscape	No	/	95

## EFFECTIVENESS OF BUS ADVERTISING IN HONG KONG

Advertisement at bus stops							
Avamys Fluticasone Furoate							
Nasal Spray	44.5	2.9	Portrait	Yes	Cartoon	120	
Feburic Febuxostat	38.2	2.0	Portrait	Yes	Celebrity	65	
Zyrtec Tablets for Allergy							
Symptom Relief	43.6	1.8	Portrait	Yes	Model	292	
HP Envy 15 Laptop	35.5	1.9	Landscape	No	/	78	

*Note.* 4-point scale for creativity with 1 = very uncreative and 4 = very creative



*Figure 1.* The ads with the highest awareness.

### Attitudes towards bus advertisement

Respondents were asked about their general attitudes towards the three formats of bus advertising. Table 3 summarises the result. Among the ten statements, three statements had mean scores over 3.0 (out of 4). These included “Bus advertisements with vivid colours attract my attention”, “Bus advertisements with clear and understandable content attract my attention” and “The larger-than-life bus advertisements attract my attention”. The statement with the lowest mean of 1.96 was “I will visit websites of brands after seeing bus ads”.

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Table 3: *Attitudes Towards Bus Advertising*

Statement	Mean
Bus ads with vivid colours attract my attention	3.23
Bus ads with clear and understandable content attract my attention	3.21
The larger-than-life bus ads attract my attention	3.18
Bus ads can effectively provide information about brands and products	2.50
I have a stronger impression towards bus ads in front of seats rather than other spots (such as bus body or bus stop)	2.45
Bus ads attract my attention more than other formats of ads	2.41
I can recall the bus ads I saw clearly	2.37
Bus ads give clearer information about brands and products than other formats of ads	2.33
Bus ads can stimulate my purchase intention	2.11
I will visit websites of brands after seeing bus ads	1.96

*Note.* 4-point scale with 1 = strongly disagree and 4 = strongly agree.

### Discussions

#### Limitations

Several limitations in terms of research methodology were discussed. First of all, although quota sampling involves a control demographic characteristic, sample elements were still selected on a *convenience* basis. This can be a potential source of *selection bias*. The results may not be generalizable to the entire population of Hong Kong. Second, our data collection relied on the *self-reported data* from respondents. It is possible that they were inclined to choose socially acceptable answers when completing the survey, this subjectivity will further be discussed in another section. Moreover, their awareness of certain bus ads may be *primed* by other sources of brand messages, such as related TV commercials, catchy taglines, sales promotion, or even brand logos (Rajain,

2016). Their responses may not reflect their actual awareness of particular bus ads, but rather the pre-exposure to other stimuli activates their networks of closely related concepts, which can cause them to rate some of the ads demonstrated more positively. Research in the future can address these weaknesses to enhance the reliability and validity of the results.

### **Comparing to other formats of out-of-home advertising**

The study found that bus advertising can reach large amounts of consumers. Advertising awareness ranged from 28.2 percent to 93.6 percent for the 12 selected advertisements and the average advertising awareness was 54.5 percent. Previous studies have investigated the effectiveness of OOH advertising other than bus advertising and the awareness of bus advertising is the highest among all OOH mediums. Chan and Fung (2013) analyzed the effectiveness of subway advertising. The awareness of outdoor posters only ranged from 18.4 percent to 79.8 percent, while the average is 43.5 percent. Additionally, Chan and Cheng (2011) measured the effectiveness of outdoor posters advertising. The awareness of subway advertising ranged from 18.7 percent to 49.7 percent. The average is 35 percent, which is significantly lower than both bus and subway advertising. This finding suggested that transit advertising has an advantage over static billboard advertising due to the frequency and geographic flexibility of transit advertising. The awareness of bus advertising is higher than both outdoor posters and subway advertising.

### **Location of advertisements**

The advertisements on bus bodies have the highest advertising awareness in average and the score is notably higher than that inside buses and at bus stops. This finding is consistent with the past studies of bus advertising in Hong Kong. In a study involving personal interviews with

100 local citizens, Gerard and Chan (1998) claimed that exterior bus advertising could attract a large amount of attention. The advertising awareness at bus stops is the lowest among three locations and it can be attributed to the launch of transit real-time applications in recent years. Passengers can now access the real-time bus arrival information through mobile devices and their waiting time can be reduced drastically (Cheng, 2019; Liu & Miller, 2020). Spending less time at bus stops, passengers develop lower awareness towards this OOH format. It can be concluded that technological advancements allow bus body posters to generate higher awareness.

### **Execution of advertisements**

Respondents reported that vivid colors (average = 3.23 out of 4), clear and understandable content (average = 3.21 out of 4), and larger-than-life bus ads (average = 3.18 out of 4) catch their attention better. According to *information processing theory*, before retrieval of brand messages from long-term memory, attention is a prerequisite to successful encoding (Edell & Keller, 2018). However, humans' attention is selective in nature. According to Naatanen, Spinks, Lyytinen and Sokolov (2002), *orienting response* as a reflex concerning human's irritability demonstrates that stimuli can change in quality to counteract *habituation* of our sensory organs. Hence, well-crafted stimuli can dramatically re-boost the audience's message receptivity through increasing the probability of *eye fixation* - one's tendency to maintain gaze on a focal point (Higgins, Leinenger & Rayner, 2014). Consistent to previous research, our findings suggest humans are motivated to elaborate the information in ads with the following characteristics – vibrant colors in ad designs (Beattie & Mitchell, 1985; Higgins et al., 2014; Lohse, 1997), easy-to-follow semantic cues in advertising copy (Higgins et al., 2014; Nielsen, Shapiro & Mason, 2010), as well as more optimal

and prominent ad sizes (Finn, 1988; Pieters, Wedel & Zhang, 2007). They justify why respondents rate higher scores in these questions when accessing their attitude toward bus advertising.

### **Celebrity endorsement**

Whether the use of celebrities may enhance awareness of bus ads is non-conclusive. In this study, the advertisement with the highest awareness is the Chow Tai Fook T Mark advertisement, yet it does not include any models and celebrities in the ads. No significant correlations were found between celebrity endorsements and advertising awareness. This may be explained by two theories. *Source attractiveness model* suggests that celebrities used in the ads may only have a low level of visual attractiveness and popularity thus the advertising effectiveness was diminished. Take Babyjohn Choi in the General Air Conditioner ad as an example. His charisma or acting skills may not be attractive enough to catch the eye of audiences. On the other hand, *celebrity-brand congruence* proposes that celebrities sharing a consistent image with that of the product can generate higher advertisement effectiveness and perceived credibility (Levy, 1959; Kamins and Gupta 1994, as cited in Sertoglu, A. E., Catl, O., & Korkmaz, S. 2014). Respondents may believe ads as less persuasive if celebrity and product images are not fit. For instance, Ronald Cheng - the spokesperson of Feburic Febuxostat - who has not overcome any related illness may lower the credibility of the ad. Yet, in the Fresubin Powder Fibre ad featuring Mak Ling Ling, the awareness is relatively higher. This may be related to the presence of other testimonials. Researches prove that viewers are more prone to *narrative transportation* when they perceive greater similarity, thus identify with the characters more readily (Moyer-Gusé, 2008). However, our inconclusive findings still question the approach of using celebrities in bus ads as celebrity-audience interactions within such limited exposure time may not be sufficient enough to create an intrusive advertising effect.

### **Triggering of buying intention and perceived effects of respondents**

In this study, respondents reported that bus ads could barely stimulate purchase intention, with a mean score of 2.11 (out of 4). The sample also claimed to be more aware of ads that contained more creative elements, which was demonstrated from the greater percentage of awareness towards ads with considerable creativity. The findings of MacKenzie et al. (as cited in Yang and Smith, 2009) suggested that creativity in ads will trigger positive effects on purchasing, influencing both cognitive and affective processing of consumers. Yang and Smith (2009) proposed the idea of *desire to postpone closure* (DPC) as a crucial variable that impacts the resistance towards marketing persuasions, which was in positive correlation to ad creativity. The higher the ambiguity and incongruity in terms of ad creative components, the greater the level of consumers' DPC. Consumers become less susceptible and consider more information with a higher level of DPC, which may lead to further information search like visiting websites, counterarguing to the reported mean of 1.96. Creative ads with greater creativity violate consumers expectations, thus they will not fall into a predetermined pattern of ignoring ads and generate favourable buying intention (Heckler and Childers; Jacks and Cameron, as cited in Yang and Smith, 2009). In other words, purchase intention will be triggered easier with the increased level of creativity in ads. This implies that bus ads can boost purchase intention, as long as there is a certain level of creativity manifested.

Additionally, although the results show that respondents generally held a negative attitude towards bus ads in terms of catching attention and triggering purchases, it is possible that their responses were influenced by *third-person effects*. Past studies found that respondents are likely to believe that others are more influenced by communications than they are (Eisend, 2017), so as to feel better of themselves. *Self-reporting bias* thus rationalises the general lower agreement on

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statements like “bus ads can stimulate my purchase intention” and “bus ads attract my attention more than other formats of ads”. Bus ads may indeed induce greater impacts on consumers and draw more attention than reported, as the survey responses are subject to *social desirability*.

### **Implications for Advertisers**

Several insights are provided based on our discussion. To start with, bus ads are better media for achieving greater frequency and geographic flexibility over many other OOH media, like subway and poster panels. Second, to offset the effect of shorter wait time at bus shelters, advertisers can place ads on bus bodies to create greater awareness. Third, advertisers should consider using vivid colors, writing easy-to-digest yet impactful copy, and choosing bigger ad sizes to catch the eye of audiences if their budget allows. Fourth, it remains to be uncertain whether celebrity endorsement is a cost-effective appeal in bus advertising; however, advertisers may feature testimonials to grab attention of audiences with similar demographic backgrounds. Last but not least, advertisers should not overlook the importance of a creative advertising design, as it can be a key to convert consumer’s interest into purchase intentions.

### **Conclusion**

The study aimed to investigate the effectiveness of bus advertising. In the results, advertising awareness ranged from 28.2 to 93.6 percent, while the average is 54.5 percent. The awareness level of bus exterior ads was higher than those displayed in the bus interior and at bus shelters. Moreover, respondents believed that ads with vibrant colours, clear messages and extensive sizes can better catch their attention. No results can be concluded regarding the appeal of celebrity endorsement. Survey responses indicate that bus ads do not necessarily trigger buying

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intentions, but more creative ones are more likely to stimulate one's intent to buy. The implication of this study could be used to improve the effectiveness of bus media immensely to arouse a more positive attitude of evoking desire for consumption and brand awareness.

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香港浸會大學

公共交通戶外廣告的成效問卷調查

你好，我們是香港浸會大學傳播系的學生，現希望邀請 18 歲或以上人士參與一項問卷調查，研究目的是瞭解消費者對公共交通戶外廣告的觀感與看法。完成整份問卷需時大約 10 分鐘，我們非常感激您能抽空參與這項調查。所有資料將會被保密，並只作學術研究用途。研究將以集合形式發佈。

第一部分：車身廣告

1.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1 為很沒有創意, 4 為很有創意）1 2 3 4

2.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1 為很沒有創意, 4 為很有創意）1 2 3 4

3.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1 為很沒有創意, 4 為很有創意）1 2 3 4

4.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1為很沒有創意,4為很有創意）1 2 3 4

## 第二部分：車廂廣告

5.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1為很沒有創意,4為很有創意）1 2 3 4

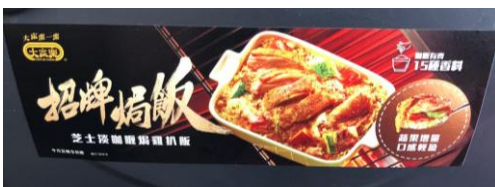
6.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1為很沒有創意,4為很有創意）1 2 3 4

7.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1 為很沒有創意, 4 為很有創意）1 2 3 4

8.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1 為很沒有創意, 4 為很有創意）1 2 3 4

### 第三部分：車站廣告

9.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1 為很沒有創意, 4 為很有創意）1 2 3 4

10.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1為很沒有創意,4為很有創意）1 2 3 4

11.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1為很沒有創意,4為很有創意）1 2 3 4

12.



你有沒有看過以上廣告？有/沒有

請評價此廣告創意度（1為很沒有創意,4為很有創意）1 2 3 4

#### 第四部分：對巴士廣告整體評價

你多大程度同意以下表述？1表示非常不同意，4表示非常同意

	非常不同意				非常同意
13. 我通常會在以下情況留意到巴士廣告：					
a. 廣告所用的色彩鮮豔	1	2	3	4	
b. 廣告內容簡潔易明	1	2	3	4	

c. 巴士廣告的面積很大	1	2	3	4
14. 品牌知曉度				
a. 巴士廣告相較其他形式的廣告更吸引我注意	1	2	3	4
b. 相較其他形式的廣告，巴士廣告可以提供更清晰的品牌資訊	1	2	3	4
15. 廣告印象				
a. 我清楚記得我看過的巴士廣告	1	2	3	4
b. 巴士廣告可以有效提供產品資訊	1	2	3	4
c. 我對巴士內（座位前）的廣告印象較其他地點（車身，巴士站）的深刻	1	2	3	4
16. 購物需求				
a. 巴士廣告能增加我的購買意欲	1	2	3	4
b. 看到巴士廣告後我會去瀏覽品牌網站	1	2	3	4

## 第五部分：個人資料

36. 在過去一星期你總共搭了多少次巴士？

☐ 0      ☐ 1-2      ☐ 3-5      ☐ 6-10      ☐ 11 或以上

37. 性別：

☐ 男      ☐ 女

38. 年齡：

☐ 18-24      ☐ 25-34      ☐ 35-44      ☐ 45-54      ☐ 55-64      ☐ 65 或以上

39. 教育程度：

☐ 小學或以下      ☐ 中學      ☐ 大專或以上

40. 職業組別：

☐ 學生      ☐ 藍領      ☐ 白領      ☐ 退休人士    ☐ 其他 (請註明:\_\_\_\_\_)

41. 每月平均薪酬:

☐ 無薪酬      ☐ \$14,999 或以下      ☐ \$15,000-\$29,999      ☐ \$30,000 或以上