

PRAD 3046 Audience Measurement<sup>+</sup> and Engagement

# Effectiveness of advertising on OOH transport media

## Bus shelter advertising

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# Presentation Agenda

01

**Abstract**

02

**Introduction**

03

**Methodology**

04

**Findings &  
Discussion**

05

**Conclusion**





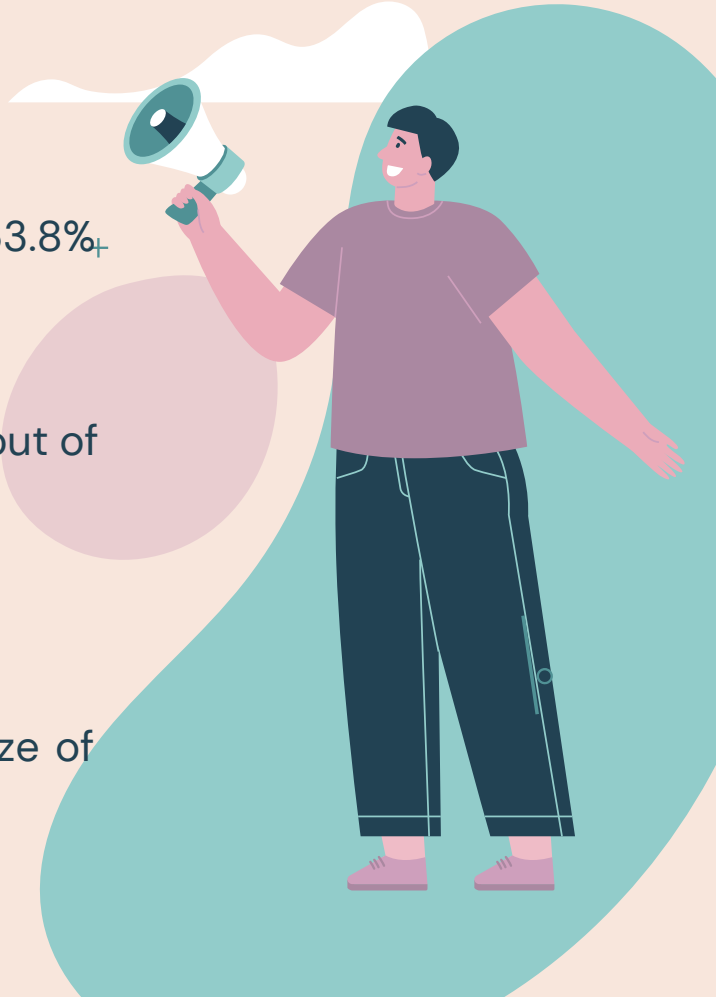
# 01 Abstract

- Analyze how Hong Kong pedestrians react to bus shelter advertisements.
- Quantitative survey & Convenience sampling
  - investigate the attractiveness of eight bus shelters' advertisements
- 105 Hong Kong pedestrians aged 18 or above were interviewed



# 01 Abstract

- Advertising awareness : ranged from 23.8% to 63.8%  
with an average of 37.4%
- Mean attractiveness : ranged from 2.56 to 4.17 (out of  
6) with an average of 3.2
- Elements of driving pedestrians' attractiveness:
  - Creativity, vivid in color, interactiveness, size of  
advertisement

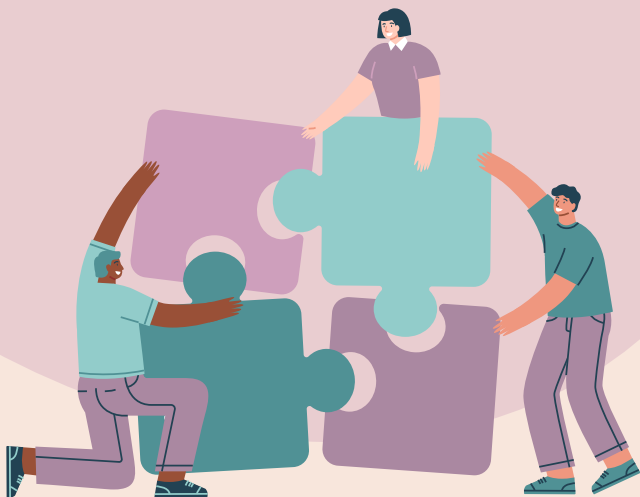




# 02 Introduction

- **OOH advertising**

- large coverage
- high exposure frequency



- **Transit advertising**

- a mass audience with different demographic characteristics
- the flexibility of advertising formats, sizes, and locations

- **Bus shelter advertising in Hong Kong**

- 300 shelters
- Central Business District (CBD)

## 02 Introduction---Showcase of Poster

Ad 1



Ad 2



## 02 Introduction---Showcase of Poster

Ad 3



Ad 4



## 02 Introduction---Showcase of Poster

Ad 5



Ad 6



## 02 Introduction---Showcase of Poster

Ad 7



Ad 8





# 03 Methodology - Sampling of Advertisements

+

- **Time & Location**

- From 23rd Oct to 30th Oct.
- Central and Western
- Wan Chai
- Yau Tsim Mong

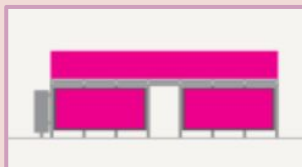
Collected over  
40 ads.



Selected 8 ads.

- **Selected advertisements**

- Type: printed /digital
- Formats: 5 Flagship Domination & 3 4-Sheet Panel
- Size:



Flagship Domination



4-Sheet Panel



# 03 Methodology - Sampling of Respondents

- **Convenience Sampling**
- **Sample size**
  - 105 valid respondents
  - 25% of Male
  - 75% of Female
- **Target Respondents**
  - Hong Kong citizens
  - Aged 18 or above
  - Education level from primary to degree above
- **Platform:**
  - internet via Facebook & WhatsApp



# 03 Methodology - Design of Questionnaire

+

**Language: Chinese**

## Section 1

Audience  
awareness towards  
8 bus shelter ads.



Advertisements'  
attractive levels

## Section 2

A total of 12 statements



rate audience's  
attitudes towards 8 ads  
on a six-point scale

## Section 3

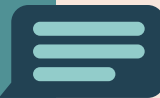
Demographic  
information

E.g. sex, age group,  
educational level,  
occupation, income level,  
audiences traffic habits  
on the bus



04

# Finding & Discussion



# 04 Findings - Advertising Awareness & attractiveness

**Table 2**

*Advertising Awareness and Characteristics of the Posters*

	Ad awareness (%)	Mean Attractiveness (out of 6)	Language	Human/ Cartoon Character	Poster orientation (Landscape /Portrait )	Type of ad (digital /print)	Format of ad	Number of words per panel
Nestle, Drumstick	43.8	3.40	Chi & Eng	✓ (celebrity)	Landscape	Print	Flagship Domination	34
Futu Bull	27.6	2.68	Chi	✓	Landscape	Print	Flagship Domination	28
Fresh	54.3	3.71	Chi & Eng	✗	Landscape	Print	Flagship Domination	43
Viagra, Film-coated Tablets	26.7	3.06	Chi & Eng	✓	Portrait	Print	4-Sheet Panel	4
Cheers Smart, Hangover & Liver Care Capsule	30.5	2.56	Chi	✓ (celebrity)	Portrait	Print	4-Sheet Panel	32
GlaxoSmith-Kline, Avamys	23.8	3.20	Chi	✓ (cartoon character)	Portrait	Print	4-Sheet Panel	108
Henderson Land, the Consonance	28.6	2.82	Chi & Eng	✗	Landscape	Print	Flagship Domination	38
Dreyer's D-collection	63.8	4.17	Chi & Japanese	✗	Landscape	Print	Flagship Domination	29



# 04 Findings - Advertising Awareness

Range of Ad awareness:

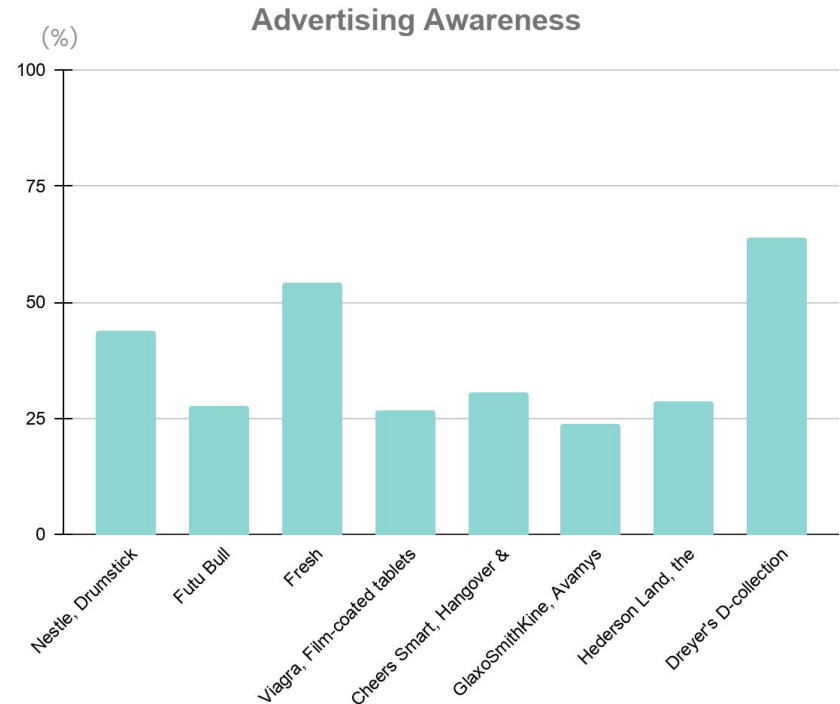
23.8%

to

63.8%

Average of Ad awareness:

37.4%



# 04 Findings - Advertising Awareness

## Highest Ad Awareness:

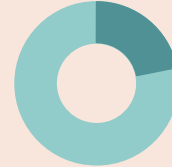


**63.8%**

*Dreyer's D-collection*

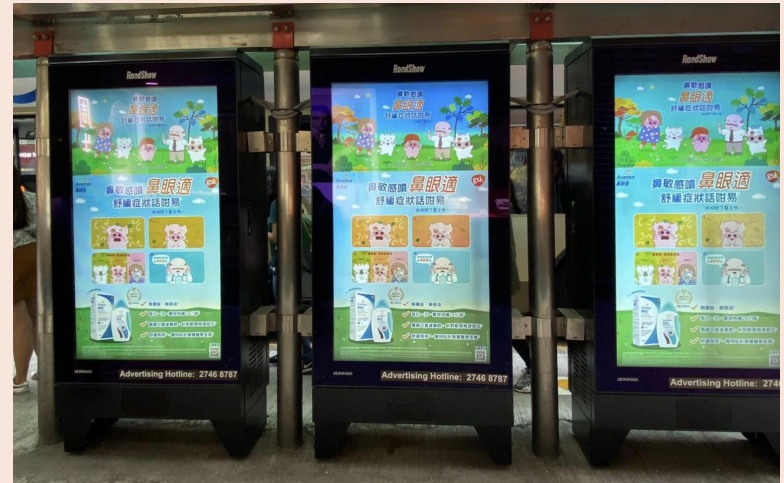


## Lowest Ad Awareness:



**+  
23.8%**

*GlaxoSmithKline, Avamys*



# 04 Discussion - Factors affecting Advertising Awareness

Interactivity  
of ad

Size of  
ad

Use of  
celebrity

colour  
use

Creative  
ideas

Language  
used



The most significant  
influencing factor:

**Creative ideas**

**Vivid Colours**

**\*Larger size**

**Interactivity**

# 04 Discussion - Celebrity Endorsement Advertising Awareness

## Statement with lowest mean:

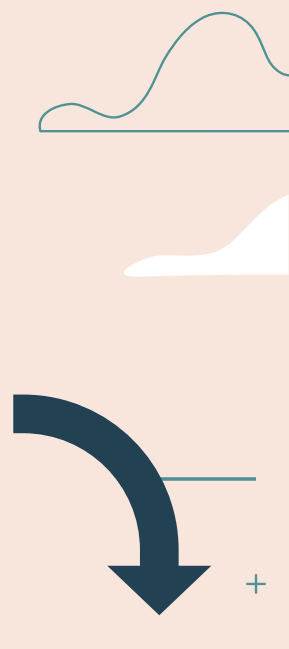
"I like subway ads. that use celebrities as spokespersons."  
(3.2 out of 6-points)

Chan & Fung, 2013

## Statement with moderate mean:

"I like bus Shelter ads. that use celebrities as spokeper "  
(3.8 out of 6-points)

From our study



## Reason:

- The perception of the celebrity (counted)
- Celebrities who are not audience favorite
  - ◆ Low awareness of celebrities-involved advertising

**Using Celebrity**  
→ **low to moderate attention**

# 04 Implication for advertisers - Factors affecting Advertising Awareness

## Statement with highest mean:

"I tend to pay more attention to outdoor ads when the outdoor ads are creative." (4.6 out of 6-points)

Chan & Cheng, 2012

## Statement with highest mean:

"Bus Shelter advertisements with creative ideas attract my attention" (4.7 out of 6-points)

From our study



**Creative ideas  
→ attention ↑**

## Recommendation:

- Focus more on creative ideas and execution  
→ raise audience interest and awareness on the advertised products/ services/ the brand  
→ effective advertising



## 04 Findings - Advertising attractiveness

Range of mean attractiveness:

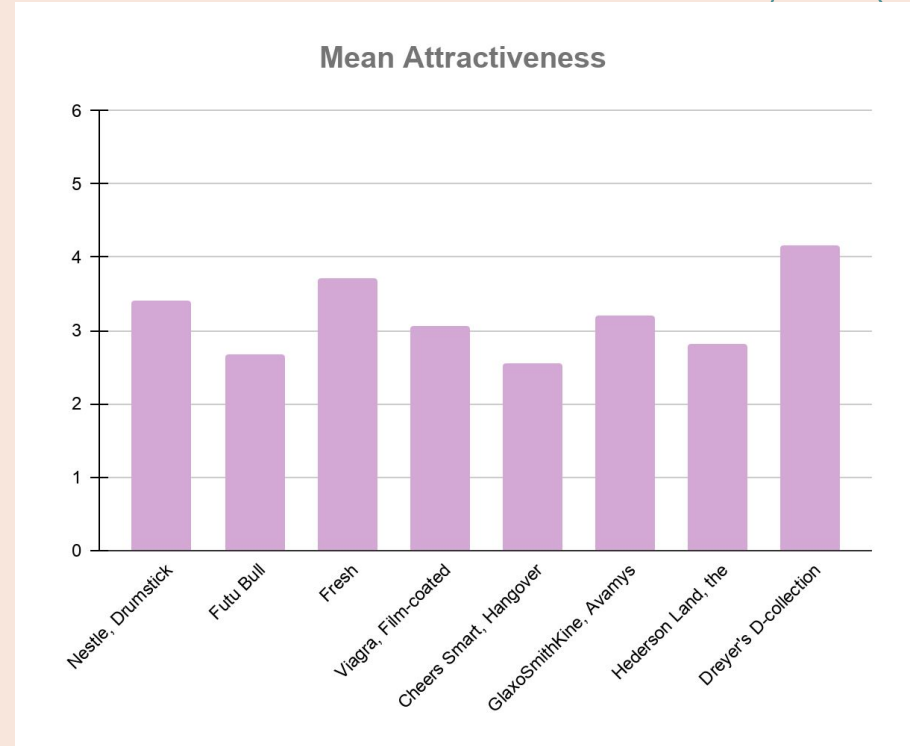
2.56/6

to

4.17/6

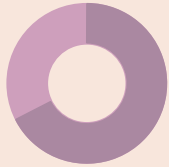
Average of mean attractiveness:

3.2/6



## 04 Findings - Advertising attractiveness

Highest mean attractiveness:

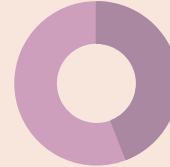


4.17 out of 6

*Dreyer's D-collection*



Lowest mean attractiveness:



2.56<sup>+</sup> out of 6

*Cheers Smart's Hangover & Liver Care Capsule*





Is there a relationship  
between advertising  
awareness and the  
attractiveness  
level?

The illustration features a person with dark hair, wearing a purple sweater and teal trousers, sitting on a black and white striped bench. They are holding a black smartphone. Behind them is a large, teal-bordered screen with a white background. The screen displays the text 'Is there a relationship between advertising awareness and the attractiveness level?'. The text is in a bold, sans-serif font, with 'advertising' and 'attractiveness' in teal, and the rest in black. To the left of the screen is a purple speech bubble containing a globe icon. To the right is a teal speech bubble containing a mountain icon. A dashed line connects the top of the screen to the globe icon. Another dashed line connects the bottom of the screen to the mountain icon. The background is a solid light orange color.

# 04 Findings - Relationship between Advertising Awareness & Attractiveness

**Correlations**

		1. 你曾否看過以上這個廣告?	2. 請就此廣告的吸引程度評分。(1-6) - 非常不吸引:非常吸引
1. 你曾否看過以上這個廣告?	Pearson Correlation	1	.512**
	Sig. (2-tailed)		.000
	N	105	105
2. 請就此廣告的吸引程度評分。(1-6) - 非常不吸引:非常吸引	Pearson Correlation	.512**	1
	Sig. (2-tailed)	.000	
	N	105	105

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

		1. 你曾否看過以上這個廣告?	2. 請就此廣告的吸引程度評分。(1-6) - 非常不吸引:非常吸引
1. 你曾否看過以上這個廣告?	Pearson Correlation	1	.219*
	Sig. (2-tailed)		.025
	N	105	105
2. 請就此廣告的吸引程度評分。(1-6) - 非常不吸引:非常吸引	Pearson Correlation	.219*	1
	Sig. (2-tailed)	.025	
	N	105	105

\*. Correlation is significant at the 0.05 level (2-tailed).

From Correlations we know...

Attractiveness of an Ad and Ad awareness are positively correlated.

# 04 Discussion- Why is there such relationship?

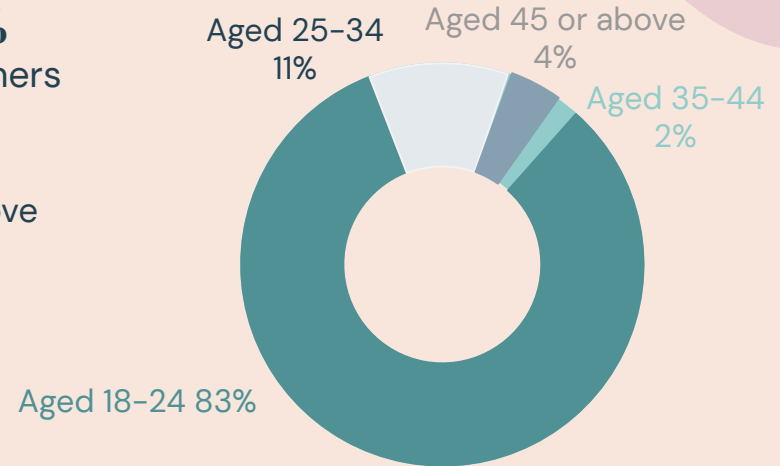
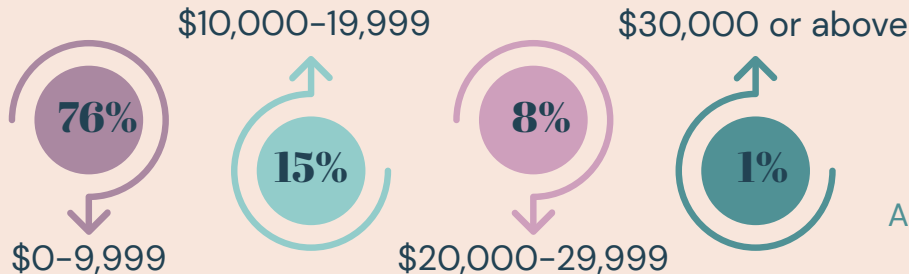
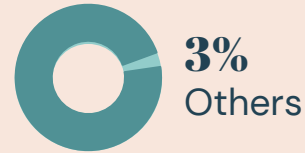
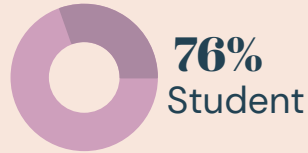
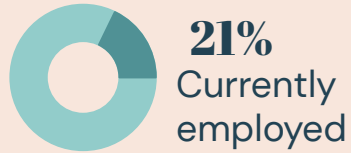
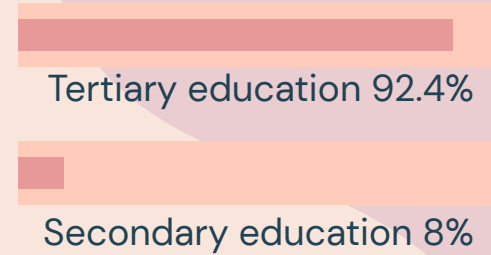
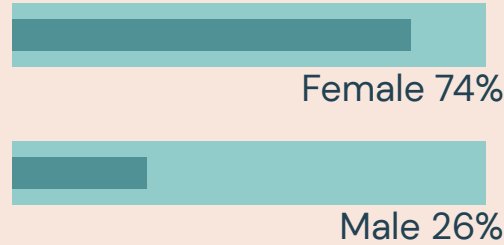
## Reason:

- Mere Exposure Effect
  - individuals will in general build up a preference for things that are more recognizable to them than others
  - the strongest correlation is found in advertisement 4



# 04 Findings - Respondent Profile

**105**  
valid respondents



# 04 Findings - Respondent Profile (1)

## T-Test

### Group Statistics

3. 你的性别是?		N	Mean	Std. Deviation	Std. Error Mean
NO of poster seen	男	27	2.67	2.019	.389
	女	78	3.10	1.806	.205

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
NO of poster seen	Equal variances assumed	1.756	.188	-1.048
	Equal variances not assumed			-.993

- By Independent sample t-tests, male averagely see the advertisement lower than female, by 2.67 to 3.10.

## NO of poster seen

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	8	7.6	7.6
	1	18	17.1	24.8
	2	15	14.3	39.0
	3	27	25.7	64.8
	4	19	18.1	82.9
	5	6	5.7	88.6
	6	6	5.7	94.3
	7	5	4.8	99.0
	8	1	1.0	100.0
Total	105	100.0	100.0	

- Most of the respondents see 3 advertisements (mean=2.99) out of 8.
- 8 people have seen 0 posters meanwhile 1 person has seen all 8 posters.

# 04 Findings - Respondent Profile

**Correlations**

		NO of poster seen	1. 請問你一星期平均乘搭多少次巴士?	2. 每星期平均經過多少個設有廣告巴士候車亭?
NO of poster seen	Pearson Correlation	1	-.020	.073
	Sig. (2-tailed)		.841	.460
	N	105	105	105
1. 請問你一星期平均乘搭多少次巴士?	Pearson Correlation	-.020	1	.518**
	Sig. (2-tailed)	.841		.000
	N	105	105	105
2. 每星期平均經過多少個設有廣告巴士候車亭?	Pearson Correlation	.073	.518**	1
	Sig. (2-tailed)	.460	.000	
	N	105	105	105

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Interesting Case**

By Correlation we know...

The more you ride bus or visit bus shelter ad  $\neq$  the more you see poster

# 04 Discussion - Respondent Profile

- Poster are selected in different district
- Even how many times he rides the bus in the same route, the poster he see will be the same !



Bus poster ad are localized, different from shelter ad

# 04 Findings - Attitudes Toward Bus Shelter Advertising

**Table 3**

*Attitudes Toward Bus Shelter Advertising*

Statement	Mean	Std. deviation
Bus Shelter ads. with creative ideas attract my attention	4.70	0.96
Bus Shelter ads. with vivid colours attract my attention	4.67	1.10
Interactive bus shelter ads. attract my attention	4.58	1.15
Larger the size will have more attractiveness compared to other shelter's ads.	4.50	1.17
Merging bank ads. from the same brand are more likely to attract my attention	4.40	1.12
I tend to pay attention to outdoor ads in the following situation, when I am waiting for the bus	3.97	1.40
I like bus Shelter ads. that use celebrities as spokespersons	3.80	1.13
Bus Shelter ads. give me information about the trending	3.75	1.18
Bus Shelter ads. help alleviate boredom when waiting at the bus stop.	3.73	1.34
There are too many bus Shelter ads. and they make people confused	3.63	1.20
I consider bus shelters a good way for you to obtain product information.	3.62	1.15
I like to pay attention to Bus Shelter ads.	3.59	1.22
I tend to pay attention to outdoor ads in the following situation, when I am walking in the pedestrian	3.50	1.16
I tend to pay attention to outdoor ads in the following situation, when I am on the bus.	3.36	1.33

*Note. 6-point scale with 1= strongly disagree and 6= strongly agree.*

+



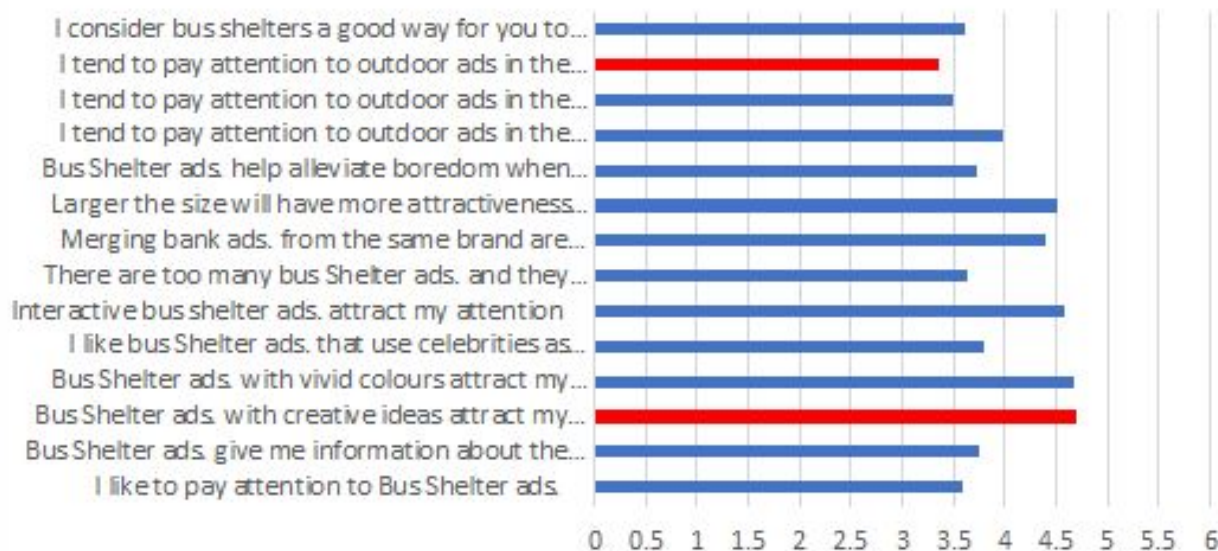
**Mean**

**Std. deviation**

# 04 Findings - Mean

## Attitudes Toward Bus Shelter Advertising

Mean of Twelve Statements



Range of Mean:

Lowest:

3.36  
/ 6.0

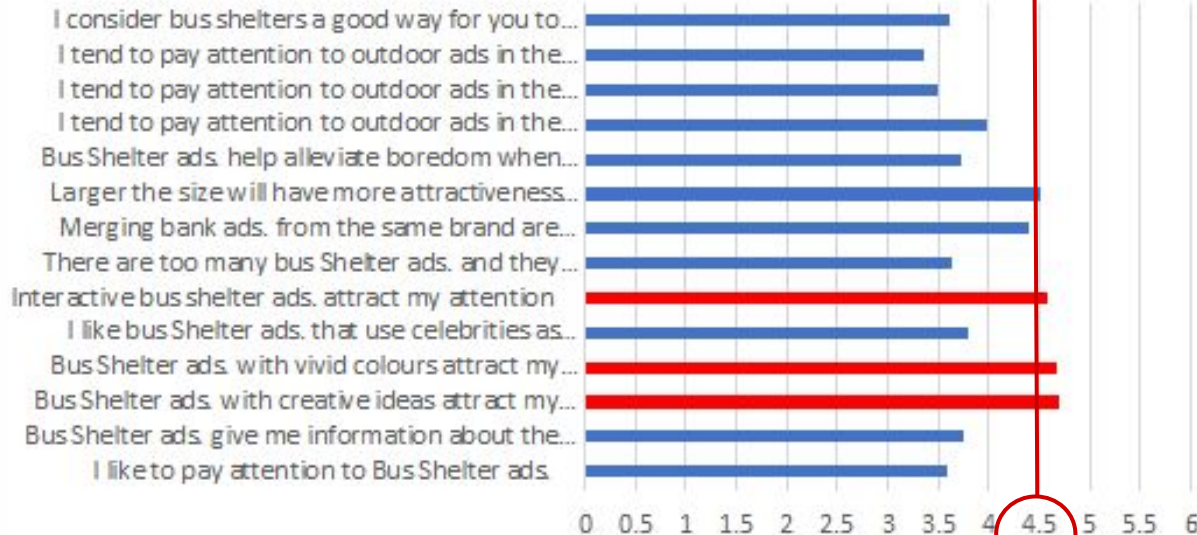
to

Highest:

4.70  
/ 6.0

# 04 Findings - Mean Attitudes Toward Bus Shelter Advertising

Mean of Twelve Statements



**3 Statements:  
Over 4.50**

4.70  
/ 6.0

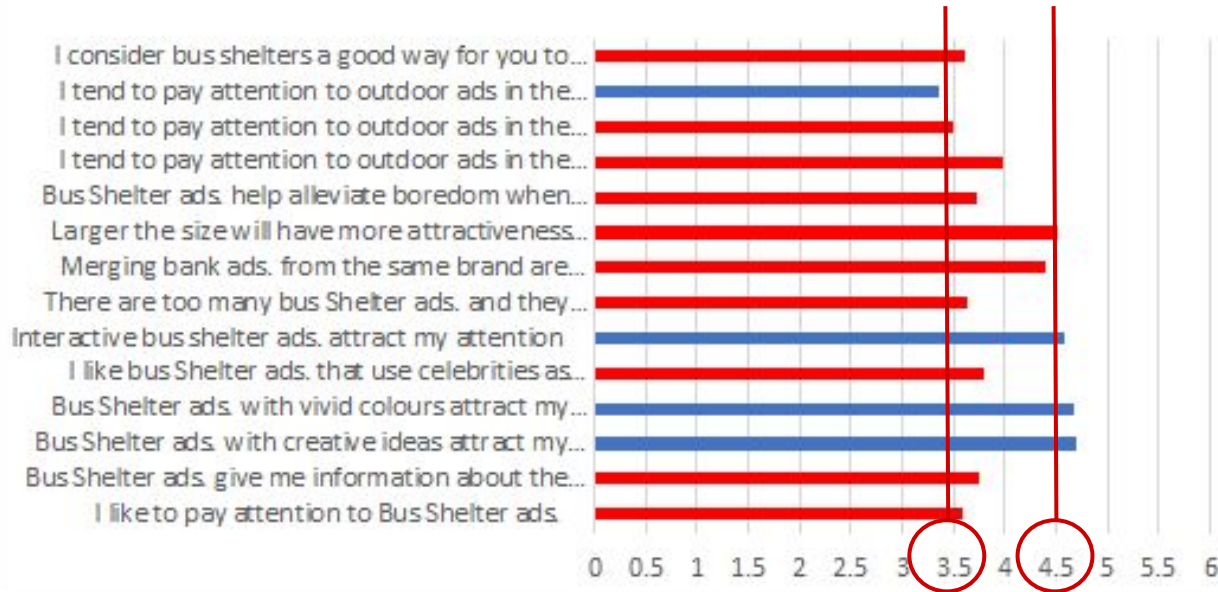
4.67  
/ 6.0

4.58  
/ 6.0

# 04 Findings - Mean

## Attitudes Toward Bus Shelter Advertising

Mean of Twelve Statements



Range of  
Remaining  
Statements:

3.50  
/ 6.0

to

4.50  
/ 6.0

# 04 Findings - Advertising Awareness

## T-Test

### Group Statistics

	3. 你的性別是?	N	Mean	Std. Deviation	Std. Error Mean
1. 你曾否看過以上這個廣告?	男	27	.48	.509	.098
	女	78	.42	.497	.056
1. 你曾否看過以上這個廣告?	男	27	.33	.480	.092
	女	78	.26	.439	.050
1. 你曾否看過以上這個廣告?	男	27	.26	.447	.086
	女	78	.64	.483	.055
1. 你曾否看過以上這個廣告?	男	27	.33	.480	.092
	女	78	.24	.432	.049
1. 你曾否看過以上這個廣告?	男	27	.19	.396	.076
	女	78	.35	.479	.054
1. 你曾否看過以上這個廣告?	男	27	.22	.424	.082
	女	78	.24	.432	.049
1. 你曾否看過以上這個廣告?	男	27	.30	.465	.090
	女	78	.28	.453	.051
1. 你曾否看過以上這個廣告?	男	27	.56	.506	.097
	女	78	.67	.474	.054



**Largest mean difference is ads.3:**

Meaning male and female have a significant difference in interests.

# 04 Findings - Advertising Awareness

Group Statistics

	3. 你的性別是?	N	Mean	Std. Deviation	Std. Error Mean
Click to write the question text - 1. 我喜歡留意巴士候車亭廣告。	男	27	3.22	1.311	.252
	女	78	3.72	1.183	.134
Click to write the question text - 7. 同一個巴士候車亭內，不同類型的廣告出現會令我感到混亂。	男	27	3.78	1.155	.222
	女	78	3.58	1.222	.138
Click to write the question text - 8. 就同一品牌，相連的巴士候車亭廣告更能吸引我的注意。	男	27	4.44	.934	.180
	女	78	4.38	1.187	.134
Click to write the question text - 9. 巴士候車亭廣告體積越大，相較其他小型巴士候車亭廣告，越能吸引我注意。	男	27	4.44	.892	.172
	女	78	4.51	1.266	.143
Click to write the question text - 10. 在等待巴士途中，巴士候車亭的廣告有助我紓解悶悶。	男	27	3.30	1.171	.225
	女	78	3.88	1.377	.156
Click to write the question text - 11. 在以下情況，我傾向留意巴士候車亭廣告：A) 當我正在等候巴士時。	男	26	3.35	1.263	.248
	女	78	4.18	1.393	.158
Click to write the question text - B) 當我經過巴士候車亭時。	男	27	3.52	1.189	.229
	女	78	3.50	1.159	.131



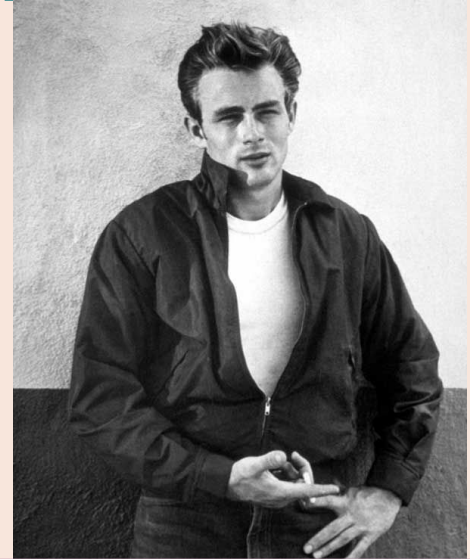
- This shows how male and female think differently through statements.

# 04 Discussion- Advertising Awareness (Gender)

How male and female think differently about Bus Shelter Ad?

- Difference in brain neural network between gender, women second higher in concentration, language, and facial memory, and men performed better in sensorimotor speed

(Ingalhalikar & Smith, 2014)



stronger preference for dynamic visual stimuli

# Discussion - Limitation

## Resource Constraints



- Limited research scope
- Convenient sampling
- Cannot be generalized to represent the whole population of HK



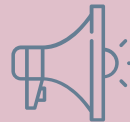
## Time Constraints

- 8 advertisements from 3 districts
- specific time period

## Other Factors Affecting Awareness



- exposure, memory recalling, concentration, and reporting



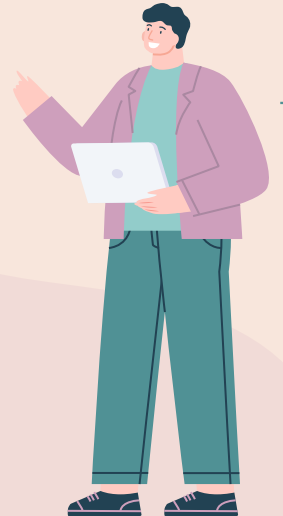
## Other Promotion

- Promotion on TV and other print media
- Misconception of respondents



# Conclusion

- Moderate awareness
- Ranged from 24 to 64 percent
  - ↓ Displayed at subway networks
  - ↑ Outdoor advertisements along highways
- Difference
  - ✓ Gender
  - ✗ Educational level & age



# Conclusion

- Moderate awareness
- No direct relationship
  - More bus rides do not increase ads. awareness
- Positive perception
  - Creative
  - Vivid in colour
  - Interactive
  - Larger size

**Too Localize**

**Creativity**

**Interactivity**

**Focused  
Visual Layout**

# Thank You!

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PRAD3046 Audience Measurement and Engagement

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## **Effectiveness of bus shelter advertising in Hong Kong**

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Wong Sin Yee, Joey

Word counts: 4368

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## **ABSTRACT**

This report analyzed how Hong Kong pedestrians react to one of the out-of-home advertising, bus shelter advertisements. To examine this question, a quantitative survey was conducted by using convenience sampling which investigated the attractiveness of eight bus shelters' advertisements. 105 Hong Kong pedestrians aged 18 or above were interviewed. Among the eight advertisements, advertising awareness ranged from 23.8 to 63.8 percent with an average of 37.4 percent. Meanwhile, the mean attractiveness of those ads. ranged from 2.56 to 4.17 (out of 6) with an average of 3.2. It had also been revealed that the elements of advertisement which drive pedestrians' attractiveness are creative, vivid in colour, interactive, and the size of the advertisements. Interviewees usually held a positive attitude towards bus shelters advertising which they agree that bus shelters advertising medium to transfer and receive messages. Based on the analysis, some recommendations for bus shelters advertising were made.

## INTRODUCTION

Out-of-home (OOH) advertising is a common channel for promoting product, services or package recognition and is regarded as an effective media since it builds large coverage and high exposure frequency in dense and mobile populations (Chan & Cheng, 2012). Transit advertising placement of print advertisements on vehicles, in bus shelters and subway stations is a prominent medium for reaching a mass and varied audience, as well as offering the flexibility of advertising formats, sizes, and locations (Kobliski, 2005). In this research, bus shelter advertising is selected among several mediums of transit advertising.

Bus, as one of the major public transportation in Hong Kong, plays a considerable role in OOH advertising. With the characteristics of demographics targeting and high flexibility for creative expression, it is considered to be a popular and effective format for business promotion by marketers. According to JCDecaux Pearl & Dean Limited (n.d.), Hong Kong has a well-developed bus shelter network with over 300 shelters available for advertisement placements and are strategically located across the central business district (CBD) as well as near the retail locations. Bus shelter advertising has impressive influence and interactions with city residents and tourists to connect with the target audience (JCDecaux Pearl & Dean Limited, n.d.).

With the rapid growth of digital advertising, advertising mediums such as social media platforms, search engines and websites have become more popular and prevalent. Therefore, a study on the effectiveness of bus shelter advertising in Hong Kong is conducted for further investigation. This study examines the audience's awareness and attitude towards bus shelter advertising. It is also beneficial for advertisers and future advertising development, useful for media planning in assisting advertisers to create impactful campaigns from the findings.

## **RESEARCH OBJECTIVES**

This study attempts to examine:

- (1) Awareness of bus shelter advertisements;
- (2) Audience's attitudes toward bus shelter advertising.

## **METHODOLOGY**

### **Sampling of Advertisements**

Advertisement samples were collected in Hong Kong Islands and Kowloon areas two weeks before the data collection period. Around 40 advertisements were photographed at the streets of Central and Western, Wan Chai and Yau Tsim Mong districts. After detailed discussion, 8 advertisements were selected to showcase a diversity of product or service categories and advertising approaches. The 8 advertisements, including printed and digital types, could be seen in 2 formats of bus shelter advertising. There were five Flagship Domination advertisements, three 4-Sheet Panel advertisements. As for the size, flagship domination advertisements were the biggest, followed by 4-sheet panel advertisements which were the smallest sizes.

## **Sampling of Respondents**

The current study adopted convenience sampling. Target respondents were Hong Kong citizens aged 18 or above. There are 105 valid respondents, comprising 25% of males and 75% females, from the age group of 18-24, 25-34, 35-44, and 45 or above. Respondents were all Hong Kong citizens, varying education levels from primary to degree above. The quantitative questionnaire was distributed across the internet via Facebook and WhatsApp. All the responses were recorded during the period of 9<sup>th</sup> November to 12<sup>th</sup> November, 2020. As the survey was addressed in Chinese, respondents were mostly Hong Kong citizens. Respondents who did not read the Chinese were not surveyed.

## **Questionnaire**

The questionnaire was divided into three sections. The data collected in the first section was the audience's awareness towards the 8 bus shelter advertisements as well as their attractive level. In other words, the respondents were asked whether they had seen these 8 bus shelter advertisements or not and to what extent these advertisements attracted their attention. Furthermore, each of the 8 advertisements was distributed to a block independently in full colour printed images. The 8 advertisements were presented sequentially that were shown to the respondents one by one following a fixed order. The characteristics of the posters are summarized in Table 2.

In the second section, a total of twelve statements were provided for respondents to rate their attitudes toward bus shelter advertising. For instance, asking "Bus Shelter advertising with creative ideas attracts my attention". These statements took references of a previous study which investigated the effectiveness of subway advertising in Hong Kong (Chan & Fung, 2013).

Meanwhile, the respondents should rate the statements on a six-point scale (1= strongly disagree; 6= strongly agree) according to the instruction.

Demographic information was asked in the third section of the questionnaire, including sex, age group, educational level, occupation, income level, number of times they had travelled on the bus as well as the number of bus shelter advertising they have seen in the previous week. The questionnaire was originally written and then distributed in Chinese, as using native language could facilitate the completing process for the respondents.

## **FINDINGS**

### **Respondent Profile**

A total of 105 responded questionnaires had been collected, and all of the data was considered valid. Table 1 illustrates the demographic data and the frequency of interviewees passing by bus shelters. The male to female respondents' ratio was approximately one-third. Over 80 percent of respondents aged 18-24, while 11.4 percent of them aged 25-34. 76 percent of interviewees are students while only 21 percent of them are currently employed. Almost 92.4 percent of respondents had a tertiary education level, and 7.6 percent of them had completed secondary education. Therefore, the percentage of interviewees who earned less than HK\$9,999 and earned between HK\$10,000 to \$19,999 per month was 76 percent and 15 percent respectively. Among all the respondents, most of them had passed by bus shelters one to five times a week. Only 1.9 percent of them did not pass by any bus shelter during the week.

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
NO of poster seen	105	0	8	2.99	1.863
Valid N (listwise)	105				

### NO of poster seen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	8	7.6	7.6	7.6
	1	18	17.1	17.1	24.8
	2	15	14.3	14.3	39.0
	3	27	25.7	25.7	64.8
	4	19	18.1	18.1	82.9
	5	6	5.7	5.7	88.6
	6	6	5.7	5.7	94.3
	7	5	4.8	4.8	99.0
	8	1	1.0	1.0	100.0
Total		105	100.0	100.0	

### T-Test

#### Group Statistics

	3. 你的性别是?	N	Mean	Std. Deviation	Std. Error Mean
NO of poster seen	男	27	2.67	2.019	.389
	女	78	3.10	1.806	.205

#### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
NO of poster seen	Equal variances assumed	1.756	.188	-1.048
	Equal variances not assumed			-.993

From frequencies statistics, most of the respondents see 3 advertisements (mean=2.99) out of 8. Eight people have seen 0 posters meanwhile one person has seen all 8 posters. By Independent sample t-tests, male averagely see the advertisement lower than female, by 2.67 to 3.10.

#### Correlations

		NO of poster seen	1. 請問你一星期平均乘搭多少次巴士?	2. 每星期平均經過多少個設有廣告巴士候車亭?
NO of poster seen	Pearson Correlation	1	-.020	.073
	Sig. (2-tailed)		.841	.460
	N	105	105	105
1. 請問你一星期平均乘搭多少次巴士?	Pearson Correlation	-.020	1	.518**
	Sig. (2-tailed)	.841		.000
	N	105	105	105
2. 每星期平均經過多少個設有廣告巴士候車亭?	Pearson Correlation	.073	.518**	1
	Sig. (2-tailed)	.460	.000	
	N	105	105	105

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Surprisingly, according to the correlation test, frequency of riding the bus does not have an impact on awareness of the advertising being seen. It was found that the frequency of riding the bus was negatively correlated with the total number of advertisements seen ( $r = -.020$ ,  $p = .841$ ). That means whether seeing bus stop advertisements in the previous week have positive but weak correlation with the awareness. Yet, as  $p\text{-value} > 0.05$  it is said to be by chance and not significant. Future research should further explore the relationships between the three variables.

**Table 1***Demographic Characteristics and Frequency of Passing by Bus Shelters (N=105)*

Category	Classification	Number	Frequency (%)
Gender	Male	27	25.7
	Female	78	74.3
Age	18-24	87	82.9
	25-34	12	11.4
	35-44	2	1.9
	45 or above	4	3.8
Education level	Primary	0	0.0
	Secondary	8	7.6
	Tertiary	97	92.4
Occupation	In-employment	22	21.0
	Student	80	76.2
	Others	3	2.9
Personal monthly income	Below HK\$9,999	80	76.2
	HK\$10,000-19,999	16	15.2
	HK\$20,000-29,000	8	7.6
	Above HK\$30,000	1	0.95
Number of passing by bus shelters per week	0	2	1.9
	1-5	46	43.8
	6-10	33	31.4
	11-15	11	10.5
	15 or above	13	12.4

### Advertising Awareness

The awareness of the 8 bus shelter advertisements was measured through the question asking whether the respondents have seen the selected advertisement or not. The advertising awareness as well as the characteristics of the 8 advertisements were gathered in Table 2. To briefly conclude the data, advertising awareness ranged from 23.8 percent for GlaxoSmithKine's Avamys advertisement to 63.8 percent for Dreyer's D-collection Advertisement. Meanwhile, the average advertising awareness for the 8 selected advertisements is 37.4 percent.

Additionally, to further investigate factors that influence advertising awareness, the study attempted to find out a possible relationship between advertising awareness and the

advertisements attractiveness. Data stating the mean attractiveness of each advertisement can be obtained from Table 2 and the average mean attractiveness of the eight advertisements is 3.2 out of 6. The advertisement with the lowest mean attractiveness is Cheers Smart's Hangover & Liver Care Capsule while the one with the highest mean attractiveness is Dreyer's D-collection.

It is notable that Dreyer's D-collection advertisement appears to have the highest advertising awareness as well as the highest mean attractiveness. It is possible that the higher the attractiveness an advertisement has, the higher the advertising awareness it has. Yet, the advertisement with the lowest attractive level has a moderate advertising awareness percentage, which ranked fourth.

Apart from it, the average advertising awareness for the Flagship Domination, and 4-Sheet Panel is 43.6 percent and 27 percent respectively. By contrasting the respondents' awareness towards various formats of advertisements, the average awareness of advertisements using the format of Flagship Domination was significantly higher than that of 4-Sheet Panel. While for the advertising attractiveness, the average mean attractiveness for the advertisements using the format of Flagship Domination and 4-Sheet Panel were 3.36 and 2.94 (out of 6) respectively, revealing the fact that the format of Flagship Domination had a higher attractiveness than 4-Sheet Panel.

Towards the aspect of characters' involvement in the advertisements, the average awareness of those characters-involved advertisements was 30.5 percent, which was lower than that of the non-characters-involved advertisements (48.9 percent). The mean attractiveness of those two kinds of advertisements also reported the same tendency, in which the average mean of characters-involved advertisements was 2.98, lower than the 3.56 of the non-characters-involved advertisements.

While for Nestle's Drumstick and Cheers Smart's Hangover & Liver Care Capsule which had made use of the celebrity appeal, they had the recorded awareness of 43.8 percent and 30.5 percent respectively and the mean attractiveness was 3.40 and 2.56 (out of 6) respectively. For Glaxo Smith-Kline's Avamys which featured the cartoon character Mcdull, it had gained 30.5 percent of awareness and 3.2 (out of 6) for the mean attractiveness. All those values were lower than that of the non-characters-involved advertisements. It could be concluded that the use of characters-involved advertisements, including the use of celebrity and cartoon figures, did not contribute to higher awareness and attractiveness but instead, lowering those attributes.

**Table 2**

*Advertising Awareness and Characteristics of the Posters*

	Ad awareness (%)	Mean Attractiveness (out of 6)	Language	Human/ Cartoon Character	Poster orientation (Landscape /Portrait )	Type of ad (digital /print)	Format of ad	Number of words per panel
Nestle, Drumstick	43.8	3.40	Chi & Eng	✓ (celebrity)	Landscape	Print	Flagship Domination	34
Futu Bull	27.6	2.68	Chi	✓	Landscape	Print	Flagship Domination	28
Fresh	54.3	3.71	Chi & Eng	✗	Landscape	Print	Flagship Domination	43
Viagra, Film-coated Tablets	26.7	3.06	Chi & Eng	✓	Portrait	Print	4-Sheet Panel	4
Cheers Smart, Hangover & Liver Care Capsule	30.5	2.56	Chi	✓ (celebrity)	Portrait	Print	4-Sheet Panel	32
GlaxoSmith-Kline, Avamys	23.8	3.20	Chi	✓ (cartoon character)	Portrait	Print	4-Sheet Panel	108

Henderson Land, the Consonance	28.6	2.82	Chi & Eng	✗	Landscape	Print	Flagship Domination	38
Dreyer's D-collection	63.8	4.17	Chi & Japanese	✗	Landscape	Print	Flagship Domination	29

### Correlations

		1. 你曾否看過以上這個廣告?	2. 請就此廣告的吸引程度評分。 (1-6) - 非常不吸引:非常吸引
1. 你曾否看過以上這個廣告?	Pearson Correlation	1	.512**
	Sig. (2-tailed)		.000
	N	105	105
2. 請就此廣告的吸引程度評分。 (1-6) - 非常不吸引:非常吸引	Pearson Correlation	.512**	1
	Sig. (2-tailed)	.000	
	N	105	105

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Correlations

		1. 你曾否看過以上這個廣告?	2. 請就此廣告的吸引程度評分。 (1-6) - 非常不吸引:非常吸引
1. 你曾否看過以上這個廣告?	Pearson Correlation	1	.219*
	Sig. (2-tailed)		.025
	N	105	105
2. 請就此廣告的吸引程度評分。 (1-6) - 非常不吸引:非常吸引	Pearson Correlation	.219*	1
	Sig. (2-tailed)	.025	
	N	105	105

\*. Correlation is significant at the 0.05 level (2-tailed).



Figure 1. The advertisement with the highest awareness and highest attractiveness (Dreyer's D-collection)



Figure 2. The advertisement with the lowest awareness (GlaxoSmithKine, Avamys)



Figure 3. The advertisement with the lowest attractiveness (Cheers Smart, Hangover & Liver Care Capsule)

Awareness of the advertisement might be expected to have a correlation on advertisement attractiveness. Advertisement Henderson Land, the Consonance received the lowest correlation coefficient. Although all advertisements reject the null hypothesis, advertisement Henderson Land, the Consonance got the highest p-value ( $r=.219$ ,  $p=.025$ ). The highest correlation is advertisement 4 as the p-value is lower than .001, it is proved not due to chance and significance, resulting in rejecting the null hypothesis and proving both variables are highly correlated ( $r=.512$ ,  $p<0.001$ ). By using Correlation analysis to find out the relations between whether they watched the advertisement and the attractiveness of the advertisement, it is noteworthy that the correlations were rather high, concluding that all 8 advertisements are positively correlated ( $r=.219$  to  $.512$ ,  $p<0.05$ ).

## T-Test

**Group Statistics**

3. 你的性別是?		N	Mean	Std. Deviation	Std. Error Mean
1. 你曾否看過以上這個廣告?	男	27	.48	.509	.098
	女	78	.42	.497	.056
1. 你曾否看過以上這個廣告?	男	27	.33	.480	.092
	女	78	.26	.439	.050
1. 你曾否看過以上這個廣告?	男	27	.26	.447	.086
	女	78	.64	.483	.055
1. 你曾否看過以上這個廣告?	男	27	.33	.480	.092
	女	78	.24	.432	.049
1. 你曾否看過以上這個廣告?	男	27	.19	.396	.076
	女	78	.35	.479	.054
1. 你曾否看過以上這個廣告?	男	27	.22	.424	.082
	女	78	.24	.432	.049
1. 你曾否看過以上這個廣告?	男	27	.30	.465	.090
	女	78	.28	.453	.051
1. 你曾否看過以上這個廣告?	男	27	.56	.506	.097
	女	78	.67	.474	.054

Independent sample t-tests were conducted to compare the advertising awareness of males and females. One of the eight advertisements recorded a significant difference in terms of gender differences. Male respondents were more likely to favour foods, such as ice-cream with advertisements 8 and 1 rank first and second in terms of mean (.56 and .48). Female respondents were more likely to report their interests in cosmetic and food products. The largest mean difference happens in advertisement 3, with male and female reporting .26 to .64. Both male and female favour advertisements 8, recording the highest mean respectively. The total number of advertisements recalled did not depend on education and age.

#### **Attitudes towards bus shelter advertisements**

The general attitude of respondents towards the 8 bus shelter advertisements was collected. The result was summarized in Table 3.

A total of 12 statements, the statement “ I tend to pay attention to outdoor ads when I am on the bus.” serves the lowest mean recording 3.36. In the meantime, the statement “Bus Shelter ads. with creative ideas attract my attention” have the highest mean, recording 4.70. Also, there are 3 statements scoring above 4.50, which is “Bus Shelter ads. with creative ideas attract my attention”, “Bus Shelter ads. with vivid colours attract my attention”, “Interactive bus shelter ads. attract my attention”. The mid-point of the remaining statements averaged between 3.50 and 4.50. Only one of the statements is scored below 3.50.

Generally speaking, the statement, “Bus Shelter ads. with creative ideas attract my attention”, received the highest mean score and the lowest score of std. deviation simultaneously.

**Table 3***Attitudes Toward Bus Shelter Advertising*

Statement	Mean	Std. deviation
Bus Shelter ads. with creative ideas attract my attention	4.70	0.96
Bus Shelter ads. with vivid colours attract my attention	4.67	1.10
Interactive bus shelter ads. attract my attention	4.58	1.15
Larger the size will have more attractiveness compared to other shelter's ads.	4.50	1.17
Merging bank ads. from the same brand are more likely to attract my attention	4.40	1.12
I tend to pay attention to outdoor ads when I am waiting for the bus	3.97	1.40
I like bus Shelter ads. that use celebrities as spokespersons	3.80	1.13
Bus Shelter ads. give me information about the trending	3.75	1.18
Bus Shelter ads. help alleviate boredom when waiting at the bus stop.	3.73	1.34
There are too many bus Shelter ads. and they make people confused	3.63	1.20
I consider bus shelters a good way for you to obtain product information.	3.62	1.15
I like to pay attention to Bus Shelter ads.	3.59	1.22
I tend to pay attention to outdoor ads when I am walking in the pedestrian	3.50	1.16
I tend to pay attention to outdoor ads when I am on the bus.	3.36	1.33

*Note. 6-point scale with 1= strongly disagree and 6= strongly agree.*

### Group Statistics

	3. 你的性別是?	N	Mean	Std. Deviation	Std. Error Mean
Click to write the question text - 1.我喜歡留意巴士候車亭廣告。	男	27	3.22	1.311	.252
	女	78	3.72	1.183	.134
Click to write the question text - 2. 巴士候車亭廣告能夠為我提供有關流行趨勢的信息。	男	27	3.48	1.282	.247
	女	78	3.85	1.140	.129
Click to write the question text - 3. 具有創意的巴士候車亭廣告能吸引我的注意。	男	27	4.63	1.079	.208
	女	78	4.73	.921	.104
Click to write the question text - 4. 使用顏色鮮艷的巴士候車亭廣告能吸引我的注意。	男	27	4.56	1.340	.258
	女	78	4.71	1.021	.116
Click to write the question text - 5. 我喜歡使用明星代言人的巴士候車亭廣告。	男	27	3.81	1.111	.214
	女	78	3.79	1.155	.131
Click to write the question text - 6. 具互動性的巴士候車亭廣告能吸引我的注意。	男	27	4.44	1.281	.247
	女	78	4.63	1.118	.127
Click to write the question text - 7. 同一個巴士候車亭內，不同類型的廣告出現會令我感到混亂。	男	27	3.78	1.155	.222
	女	78	3.58	1.222	.138
Click to write the question text - 8. 就同一品牌，相連的巴士候車亭廣告更能吸引我的注意。	男	27	4.44	.934	.180
	女	78	4.38	1.187	.134
Click to write the question text - 9. 巴士候車亭廣告體積越大，相較其他小型巴士候車亭廣告，越能吸引我注意。	男	27	4.44	.892	.172
	女	78	4.51	1.266	.143
Click to write the question text - 10. 在等待巴士途中，巴士候車亭的廣告有助我紓解悶困。	男	27	3.30	1.171	.225
	女	78	3.88	1.377	.156
Click to write the question text - 11. 在以下情況，我傾向留意巴士候車亭廣告：A) 當我正在等候巴士時。	男	26	3.35	1.263	.248
	女	78	4.18	1.393	.158
Click to write the question text - B) 當我經過巴士候車亭時。	男	27	3.52	1.189	.229
	女	78	3.50	1.159	.131

	3. 你的性別是?	N	Mean	Std. Deviation	Std. Error Mean
Click to write the question text - C) 當我在乘搭巴士時。	男	27	3.15	1.262	.243
	女	78	3.44	1.364	.154
Click to write the question text - 12. 我認為巴士候車亭是一個良好接收產品資訊的媒介	男	27	3.70	1.382	.266
	女	78	3.59	1.074	.122

Respondents were asked about their attitude towards bus shelters advertising. The result is summarized in the above T-test. All the variables are above average. It shows that respondents are holding positive attitudes towards the bus shelters advertising. Among the twelve statements, the difference between the male and female of one statement is large, which is “Bus shelter advertising helps me divert myself from boredom.”. The difference is 0.58, which is the second-largest difference among all the data in this table. Also, the difference between the males and females of one statement is the largest, which is “ I tend to be aware of the bus shelter advertisement when I am waiting for the bus.”, with a difference of 0.83. Female respondents tend to agree with these two statements. Therefore, the differences between males and females of bus shelters diverting boredom and their tendency to be aware of the bus shelter should be discussed further.

## DISCUSSION

Certain limitations have to be mentioned before the discussion of research findings so that its validity and reliability can be communicated. Firstly, due to the resource constraints, the scope of research was limited and convenience sampling was employed. As the questionnaires were mainly distributed on social media and among the surrounding people, a great proportion of respondents were under the age of 25. The findings thus cannot be generalized to represent the

whole population of Hong Kong. The second point to make is this investigation reflected the mindfulness among the segment profile caught at a specific time period. Moreover, only eight advertisements from three districts at a specific time frame were being randomly collected for sampling. Third of all, respondents' recurrence of seeing explicit advertisements emerge from a mix of exposure, memory recalling, concentration, and reporting. It is difficult to unwind them in the research plan at the moment. Finally, some bus shelter advertisements were upheld by the promotion on TV and other print media. There is a likelihood that respondents have the misconception of how and where they have been exposed to those advertising messages. Consequently, future research on this topic with larger sample size, longer research duration and more samples of advertisements will be needed to address the constraints in the current investigation.

Despite the limitations, this research discovered that bus shelter advertisements can effectively reach mass consumer groups. Advertising awareness ranges from 23.8 percent to 63.8 percent for the eight chosen advertisements, with an average awareness of 37.4 percent. The average awareness of this study is higher than the reported recall of 23 percent by the motorists towards the street billboard advertisements and slightly higher than the 36 percent of average recall towards the highway billboard advertisements (Donthu et al., 1993, as cited in Chan & Fung, 2013). Moreover, the bus shelter advertisements in this research also reported a slightly higher average number than that from a previous research paper on awareness of outdoor advertising in Hong Kong, which has 35 percent of average awareness (Chan & Cheng, 2012). However, it is worthy to note that, according to Chan & Fung (2013), the average awareness of subway advertising was 43.5 percent, which is higher than that of the recorded average aided recall for bus shelter advertising in this research. Given the fact that 44 percent of respondents

would pass by bus shelter with advertisements five times or less, the average awareness of 37.4 percent can be considered as moderate. Thus, it can be concluded that bus shelter advertising, as a kind of outdoor advertising, appears to have a moderate level of awareness according to our data analysis. It is likely that Hong Kong people are aware of bus shelter advertisements in Hong Kong.

In this study, the result was measured that males had lower awareness than females of all 8 bus shelter advertisements. For instance, the advertisements of Fresh prompting their cosmetic products have a significant difference in interests between males and females. As the difference in gender affects their perception of different advertisements, they will pay attention to different products which they are interested in. Additionally, there were two statements indicating how differently males and females think towards the effectiveness of bus advertisements. Due to the difference in brain neural network between gender, women scored higher in concentration, language, and facial memory, and men performed better in sensorimotor speed (Ingallhalikar & Smith, 2014). This may lead to the phenomenon that females tend to pay attention to bus shelter advertising during their waiting time for buses as those advertisements contain the specific elements mentioned above. While for male, as they have stronger preference for dynamic visual stimuli, they may pay less attention to the stirless print advertisement and may consider those advertisements not efficient for easing their boredom.

In the findings, data were analysed with statistical analysis software to discover a correlation between advertising awareness and advertising attractiveness. All 8 advertisements were found to have a positive correlation, in which the higher the advertising awareness is, the

higher the attractiveness the advertisement has. Although factors influencing the advertising attractiveness and awareness were not examined in the research part, it can probably be explained by the mere exposure effect, in which individuals will in general build up a preference for things that are more recognizable to them than others. The strongest correlation is found in advertisement 4.

Another interesting result from the research is the relationship between frequency of riding the bus does not have an impact on awareness of the advertising being seen. From correlation, the more bus rides does not proportionally increase the overall poster to be seen, might be due to the nature of bus advertising. As listed in the methodology, posters are chosen by district. One of the possible arguments may be due to the natural riding habit, which respondent will only ride the particular route they are familiar with. On the other hand, from reference of Chan and Fung (2013) as also Chan and Cheng (2012), bus shelter advertisement are more localized compared to OOH advertisement and subway advertisement, leading to the result even if an individual increase riding the route they are familiar with, the overall advertising being seen will not be affected.

Factors such as colour use, creative idea, interactivity, size of advertisement, were found to have influences on the audience's attitude towards bus shelter advertising. Evidence can be seen from the mean score of the 4 statements asking on audience attitudes towards bus shelter advertisements' creative ideas, vivid colour use, interactivity of advertisement as well as larger size. Among these 4 factors, creativity is found to be the most influential one since it has the highest mean score. Moreover, it was discovered that the formats of advertisement have

significant influence on the awareness. Two billboard advertisement formats, namely Flagship Domination and 4-Sheet Panel, were being included in this investigation. Result shows that the format of Flagship Domination had a higher attractiveness than 4-Sheet Panel, revealing the possibility that the bigger size of advertisement can facilitate people's awareness towards it.

With reference to the earlier study (Chan & Cheng, 2012), creative expression is important in generating awareness in advertisements. Meanwhile, the size and duration of the advertisement displayed lacks relationship with awareness level. Apart from this, the influence of the use of colour and number of words could not be examined due to the limited number of samples collected (Chan & Cheng, 2012). Creativity of advertisements is mentioned to be the most influential factor on affecting the advertisement awareness, with a mean of 4.6 out 6-points, which is at the same time the highest mean among all statements (Chan & Cheng, 2012).

Similar to the result from the paper on outdoor advertising awareness, our study also observed that audiences tend to think more creative advertisements can grab more of their attention, causing higher advertising awareness. Among the 12 statements in the questionnaire, the statement of "Bus Shelter advertisements with creative ideas attract my attention" has the highest mean, which is 4.7 out of 6-points. Therefore, recommendations for advertisers will be made with the insights generated from this report as well as an earlier research (Chan & Cheng, 2012). With the results from these two studies, it is recommended that advertisers should put extra efforts on innovative thinking and expression. Apparently, advertisements with a high level of creativity can fascinate the audience and thus raise their interest and awareness towards the

brand as well as the advertised products or services, leading to a more effective advertising campaign.

Whether the celebrity endorsement can raise awareness of bus shelter advertisements is concluded with a negative response. Taking reference from a previous study, Chan and Fung (2013) found the use of celebrities in the subway advertisements were incapable to draw attention, build a positive image and enhance brand recognition. Similarly, in the current study, respondents agreed with the statement “I like bus Shelter ads. that use celebrities as spokespersons” to a moderate extent. The reason was estimated that the audience perception of the celebrity will be counted into the awareness of posters. Hence, celebrities who are not their favorite result in a low awareness of celebrities-involved advertising.

## **CONCLUSION**

A study was conducted to examine the effectiveness of bus shelter advertisements toward Hong Kong citizens. The results in general assure the moderate awareness of bus shelter advertising. The awareness ranged from 24 to 64 percent showing moderate to slightly high awareness of bus shelter advertising. Awareness level was lower than that displayed at subway networks, while higher than that of outdoor advertisements along highways. Advertising awareness had a sharp difference between male and female, but educational level and age made no difference on it. Moreover, more bus rides does not contribute to an increase in advertising awareness. Overall, respondents took positive attitudes towards bus shelter advertisements and confirmed that they tend to pay attention to poster advertisements that were creative, vivid in colour, interactive, as well as having larger sizes. Regarding the positive correlation between

advertising awareness and attractiveness was reported above. Advertisers can adopt creativity, interactivity and focused visual layout in the advertisements if they intend to draw their audiences' attention outdoors where the targets can be easily distracted by other messages and street activities.

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## APPENDIX:



Advertisement 1 - Nestle, Drumstick



Advertisement 2 - Futu Bull



Advertisement 3 - Fresh



Advertisement 4 - Viagra, Film-coated Tablets



Advertisement 5 - Cheers Smart, Hangover & Liver Care Capsule



Advertisement 6 - GlaxoSmith-Kine, Avamys



Advertisement 7 - Henderson Land, the Consonance



Advertisement 8 - Dreyer's D-collection

## Default Question Block

香港浸會大學  
調查資料

研究題目：香港巴士候車亭廣告的成效

資料背景：我們是香港浸會大學傳播系的學生。為了解交通工具戶外廣告的成效，我們邀請你參與一個問卷調查，需時約10分鐘完成所有題目。

研究效益：這項研究將有助香港浸會大學傳播系的學生了解交通工具戶外廣告的成效。

私隱保障：所有資料將會被保密，參加者的身份只會用問卷編號作為識別，而且無法識別個人資料。研究將以集合形式發佈。

報酬：參加者將不會得到報酬。

聯絡資料：如你對這項調查或過程有任何查詢，請聯絡香港浸會大學傳播系CVA914 陳家華教授。電郵 karachan@hkbu.edu.hk，或電話 (852) 3411 7836。如你認為調查過程不符合以上的描述，或調查進行時有損你的權益，請與香港浸會大學的研究道德規範委員會聯絡 hasc@hkbu.edu.hk。

參與條款：你的參與屬自願性質，你可拒絕參與是項研究。如你決定參與，亦可在研究中途終止參與。在這情況下，你的資料將被註銷。

當你按下 [→] 你已閱讀及明白本資料內容，並同意參加這個調查。

### 第一部分：對於巴士候車亭廣告的關注度

第一部分：對於巴士候車亭廣告的關注度

你有在巴士候車亭看過以下的廣告嗎？

請為以下廣告的吸引程度程度評分，1分代表非常不吸引；6分代表非常吸引。





1. 你曾否看過以上這個廣告？

- ☐ 是
- ☐ 否

2. 請就此廣告的吸引程度評分。(1-6)

非常不吸引

非常吸引



廣告(2)

廣告(2)





1. 你曾否看過以上這個廣告?

- ☐ 是
- ☐ 否

2. 請就此廣告的吸引程度評分。(1-6)

非常不吸引

非常吸引



廣告(3)

## 廣告 3



1. 你曾否看過以上這個廣告?

- ☐ 是
- ☐ 否

2. 請就此廣告的吸引程度評分。(1-6)

非常不吸引

非常吸引



## 廣告(4)

## 廣告(4)

**RoadShow**

**VIAGRA**  
Goldmann's Viagra

**Upjohn**

**Let's Be 堅**

堅而固®  
30 毫克 口服片

總代理：香港「Viagra」Goldmann's 金曼士藥房。香港地址：香港中環皇后大道中 18 號金曼士中心 18 樓。電話：(852) 2960 1838 / www.standup.com.hk

Advertising Hotline: 2746 8787



1. 你曾否看過以上這個廣告？

☐ 是

☐ 否

2. 請就此廣告的吸引程度評分。(1-6)

非常不吸引



非常吸引

廣告(5)

廣告(5)



1. 你曾否看過以上這個廣告?

- ☐ 是
- ☐ 否

2. 請就此廣告的吸引程度評分。(1-6)

非常不吸引

非常吸引



廣告(6)

廣告(6)



1. 你曾否看過以上這個廣告?

- ☐ 是
- ☐ 否

2. 請就此廣告的吸引程度評分。(1-6)

非常不吸引

非常吸引

☐ ☐ ☐ ☐ ☐ ☐

廣告(7)

廣告(7)



1. 你曾否看過以上這個廣告？

- ☐ 是
- ☐ 否

2. 請就此廣告的吸引程度評分。(1-6)

非常不吸引

非常吸引



廣告(8)

廣告(8)





1. 你曾否看過以上這個廣告?

- ☐ 是
- ☐ 否

2. 請就此廣告的吸引程度評分。(1-6)

非常不吸引



非常吸引

第二部分：對於巴士候車亭廣告的態度

## 第二部分：對於巴士候車亭廣告的態度

請你對於以下的陳述評分，1分代表非常不同意；6分代表非常同意。

Click to write the question text

	非常不同意					非常同意
1.我喜歡留意巴士候車亭廣告。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. 巴士候車亭廣告能夠為我提供有關流行趨勢的信息。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. 具有創意的巴士候車亭廣告能吸引我的注意。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. 使用顏色鮮艷的巴士候車亭廣告能吸引我的注意。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. 我喜歡使用明星代言人的巴士候車亭廣告。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. 具互動性的巴士候車亭廣告能吸引我的注意。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. 同一個巴士候車亭內，不同類型的廣告出現會令我感到混亂。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. 就同一品牌，相連的巴士候車亭廣告更能吸引我的注意。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. 巴士候車亭廣告體積越大，相較其他小型巴士候車亭廣告，越能吸引我注意。

☐☐☐☐☐☐

10. 在等待巴士途中，巴士候車亭的廣告有助我紓解悶困。

☐☐☐☐☐☐

11. 在以下情況，我傾向留意巴士候車亭廣告：A) 當我正在等候巴士時。

☐☐☐☐☐☐

B) 當我經過巴士候車亭時。

☐☐☐☐☐☐

C) 當我在乘搭巴士時。

☐☐☐☐☐☐

12. 我認為巴士候車亭是一個良好接收產品資訊的媒介

☐☐☐☐☐☐

### 第三部分：個人資料

#### 第三部分：個人資料

1. 請問你一星期平均乘搭多少次巴士？

- ☐ 0次
- ☐ 1-5次
- ☐ 6-10次
- ☐ 11-15次
- ☐ 15次以上

2. 每星期平均經過多少個設有廣告巴士候車亭？

- ☐ 0個
- ☐ 1-5個
- ☐ 6-10個
- ☐ 11-15個
- ☐ 15個以上

3. 你的性別是？

- ☐ 男
- ☐ 女

4. 你屬於那個年齡層？

- ☐ 18-24歲
- ☐ 25-34歲
- ☐ 35-44歲
- ☐ 45歲或以上

5. 你的教育程度是？

- ☐ 小學或以下
- ☐ 中學畢業
- ☐ 大專程度或以上

6. 你的職業為？

- ☐ 在職
- ☐ 學生
- ☐ 其他

7. 你個人每月總收入是 (以港元計)?

- ☐ \$0 - \$9,999
- ☐ \$10,000 - \$19,999
- ☐ \$20,000 - \$29,999
- ☐ \$30,000 以上

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