



DOI: <https://doi.org/10.31933/dijemss.v5i3>

Received: 04 February 2024, Revised: 14 February 2024, Publish: 21 February 2024

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## Effect of Billboard Advertising and Social Media Marketing on Consumer Buying Interest

**Michal Wasserbauer**

Czech University of Life Sciences Prague, Praga, Czech Republic, email:  
[michal.wasserbauer@gmail.com](mailto:michal.wasserbauer@gmail.com)

Corresponding Author: [michal.wasserbauer@gmail.com](mailto:michal.wasserbauer@gmail.com)

**Abstract:** Article Effect of Billboard Advertising and Social Media Marketing on Consumer Purchase Interest is a scientific literature review article within the scope of marketing management science. The purpose of writing this article is to build a hypothesis of the effect between variables which can later be used for further research within the scope of marketing management science. The research method used is descriptive qualitative. Data was obtained from previous research that is relevant to this research and sourced from academic online media such as Publish or Perish, Google Scholar, digital reference books and Sinta journals. The results of this article are: 1) Billboard advertising affected consumer buying interest; and 2) Social media marketing affected consumer buying interest.

**Keyword:** Consumer Buying Interest, Billboard Advertising, Social Media Marketing

### INTRODUCTION

In recent decades, information technology, especially the internet and social media, has had a significant impact on how businesses market to and engage with their clientele. On the one hand, billboard advertising is still a potent means of reaching a large audience and increasing brand visibility in public spaces. Billboards are physically visible to a large number of people and offer quantifiable exposure, particularly in areas with high traffic. But in today's marketing landscape, social media marketing has grabbed the lead.

With billions of users on Facebook, Instagram, Twitter, and other platforms, social media offers a direct and wide-ranging access to target audiences in addition to a direct channel of contact between businesses and their clients. On the other hand, a lot of uncertainties remain about how billboard and social media advertising affect consumers' propensity to make purchases. How, for instance, do the pictures and text on billboard ads affect people's heightened urge to buy? How can social media affect consumers' decisions to buy using resources like user reviews, targeted marketing, and effectr recommendations? Are the effects of billboard advertising and social media marketing different depending on the sector, geography, or target demographic? By comprehending these components and developing strategies, businesses may make the most of their marketing budget allocation more effective strategies to persuade clients to buy.

Thus, in the context of contemporary marketing, a comprehensive analysis of the effect of billboards and social media advertising on consumer buy intentions is crucial and can give academics and industry professionals in-depth understanding. The problem formulation is established as follows in light of the problem's background as mentioned above: 1) Does billboard advertising affect a consumer's buying interest?; and 2) Does social media marketing affect a consumer's buying interest?.

## **METHOD**

The Systematic Literature Review (SLR) and Library Research procedures are used to write Literature Review articles. These approaches are assessed qualitatively and may be found in online academic apps such as Mendeley and Google Scholar. The process of locating, evaluating, and analyzing all available study data with the goal of responding to particular research questions is known as a systematic literature review, or SLR. Reviews of the literature must be used consistently with methodological assumptions in qualitative analysis. Performing qualitative analysis is primarily justified by the exploratory nature of the research (Ali, H., & Limakrisna, 2013).

## **RESULTS AND DISCUSSION**

### **Results**

Berdasarkan latar belakang, rumusan masalah dan metode, maka hasil artikel ini sebagai berikut:

#### **Consumer Buying Interest**

The level of interest or interest that customers have in particular goods or services is referred to as consumer purchasing interest. This encompasses the propensity, intention, or desire to utilize or buy the good or service. As one of the first steps in the decision-making process when making a purchase, the notion of customer purchasing interest is crucial in the marketing context. Understanding customer purchasing preferences is essential for developing marketing campaigns that effectively draw in customers and entice them to make purchases (Sivaram et al., 2019).

Companies can create more successful marketing campaigns and make sure that the goods and services they provide meet the needs and preferences of the market by having a better understanding of the purchasing interests of their customers. Businesses can find ways to draw in new customers, establish brand awareness, and eventually boost sales and customer loyalty by knowing the elements that affect consumers' propensity to buy. Therefore, a crucial first step in the effective marketing of any good or service is determining the purchasing interest of the consumer (Cahyani et al., 2023).

The following are some indicators of consumer buying interest: 1) Brand Awareness Level: This metric assesses the degree to which customers are aware of and recall a specific brand. A brand has been successful in grabbing consumers' attention and creating a strong mental image of itself if they have a high level of brand awareness; 2) Internet Search: Product searches on e-commerce sites or search engine queries can also be used as markers of consumer interest in making purchases. Increased interest in the product or service is shown by a large volume of searches; 3) Reactions to Goods or Services: Comments, ratings, and reviews left by customers in response to goods or services can also serve as a barometer of their interest in making a purchase. Good feedback and reviews show that customers are very interested in the good or service; and 4) Reaction to Promotions: Reaction to promotions gauges how well an advertisement or promotion grabs customers' interest and effects their propensity to buy. The quantity of links clicked, activities taken, or purchases made following the watching of a promotion or commercial can be used to gauge this (Azahra & Hadita, 2023).

Consumer Buying Interest has been studied by several researchers, among others: (Nursal et al., 2023), (Thanh Nguyen et al., 2019), (Saputra & Sumantyo, 2023), (Widjanarko, Saputra, et al., 2023).

### **Billboard Advertising**

Large billboards are used as a means to display advertising messages to audiences who pass by or are in the area of the billboard. This type of promotion or marketing is known as billboard advertising. Typically, billboard ads are erected in congested areas with heavy traffic volumes, like city centers, major highways, and significant crossroads. The primary goals of billboard advertising are to draw in customers, increase brand recognition, and spread the word about a certain good, service, or occasion to a large number of people (Khan et al., 2016).

Typically, sturdy materials like metal, wood, or canvas wrapped in waterproof plastic or vinyl are used to make billboards. They frequently have lighting systems installed, enabling nighttime visibility of the ads. In addition to brief, simple-to-read text messages, billboard advertising designs typically feature eye-catching visual components like photos, graphics, or logos. Since viewers only have a few seconds to take in the message as it travels through the billboard, advertising messages are typically designed to quickly capture their attention (Ferdy & Sari, 2020).

The following are some of the indicators found in billboard advertisements: 1) Display Frequency: Over a certain duration, display frequency quantifies the frequency with which a target audience sees a billboard advertisement. An audience is more likely to pay attention to the advertising message and remember a brand if they see the billboard ad frequently. Thus, one of the main objectives when creating marketing strategies for billboard advertising is to maximize display frequency; 2) Location and Visibility: The billboard's location and how visible it is from different angles are also crucial indicators. Ads on billboards with good visibility and clever placement have a higher possibility of drawing in viewers and having the desired impact. Thus, the effectiveness of billboard advertising greatly depends on picking the ideal location and eye-catching advertising design; and 3) Exposure: One important metric for determining the number of individuals that see a billboard advertisement in a certain amount of time is exposure. The position of the billboard, the volume of cars or pedestrians using the area, and the length of time the advertisement is displayed can all be used to gauge this. The likelihood of reaching the intended audience increases with the number of individuals exposed to a billboard advertisement (Putra & Widayatmoko, 2019).

Billboard advertising has been studied by several researchers, among others: (Ricardianto et al., 2021), (Wang & Yao, 2020), (Ferdy & Sari, 2020).

### **Social Media Marketing**

Utilizing social media sites like Facebook, Instagram, Twitter, LinkedIn, and others to advertise goods, services, or brands to specific audiences is known as social media marketing. This strategy entails producing and disseminating engaging and pertinent content, corresponding with users via polls, direct messages, or comments, and making advantage of social media platforms' advertising tools to attract a larger audience. Social media marketing seeks to improve user engagement, foster stronger ties with customers, raise brand exposure, and motivate behaviors like making purchases of goods and services (Maharani & Ali, 2019). All things considered, social media marketing is a crucial component of contemporary marketing strategies since it enables businesses to use the enormous potential of social media platforms to directly engage with customers, build brand awareness, and spur business expansion (Paramita et al., 2022).

The following are some of the indicators found in social media marketing: 1) Reach: On a social media platform, reach quantifies the number of individuals who view or come into

contact with a brand's content. The quantity of impressions, views of videos, or users who access the content through a shared link can all be used to quantify this. A broad reach indicates that a greater number of people are being drawn in by the brand's content; 2) User assessments and reactions: to brand material are included in feedback and sentiment, which can be quantified through sentiment analysis, reviews, and comments. Positive sentiment suggests that the brand's content was successful in establishing a rapport with the audience and eliciting a positive reaction; and 3) Conversions and activities: These metrics assess how well a campaign performs in generating desired activities, like website clicks, form fill-outs, registrations, or product or service purchases. When a campaign successfully converts user interest into actual action, it has a high conversion rate (Kusuma & Sugandi, 2019).

Social media marketing has been studied by several researchers, among others: (Saputra, Ali, et al., 2023), (Ramadhany & Pritasari, 2020), (Safitri, 2017).

### Relevant Previous Research Results

Examining pertinent publications as a foundation for formulating research hypotheses by elucidating the findings of earlier studies, highlighting parallels and divergences with the proposed study, as illustrated in table 1 below:

**Table 1. Relevant Previous Research Results**

No	Author (Year)	Research Results	Similarities with this article	Differences with this article	Basic hypothesis
1	(Khan et al., 2016)	Billboard advertising influences customer attention and consumer buying interest	The influence of billboard advertising on consumer buying interest	The effect of billboard advertising on customer attention	H1
2	(Putra & Widayat moko, 2019)	Exposure to Lazada billboard advertising and word of mouth promotions influences the level of brand awareness and consumer buying interest	The influence of exposure to Lazada billboard advertising on consumer buying interest	The influence of word of mouth promotion on the level of brand awareness	H1
3	(Kusuma & Sugandi, 2019)	Utilization of Instagram as a digital marketing communication medium	The influence of social media marketing on consumer buying interest	Utilization of Instagram as a communication medium	H2
4	(Amin et al., 2021)	Social media marketing influences customer relationship management, brand equity and product purchasing interest	Social media marketing influences customer relationship management and brand equity	Social media marketing influences interest in purchasing products	H2

### Discussion

The purpose of this literature review article is to study pertinent literature, analyze the relationship between variables, and provide conceptual ideas for a research plan. It is based on theoretical studies:

#### 1. Effect of Billboard Advertising on Consumer Buying Interest

The impact of billboard advertising on consumers' inclination to make purchases is heavily affected by a number of important factors, such as exposure, position and visibility, and frequency of display. The frequency with which an audience views a billboard advertisement is known as its display frequency, and it directly affects the ad's capacity to draw in customers. The more times the advertisement runs, the more likely it is to be seen by the public, which may raise interest in purchases from customers.

The impact of billboard advertising on consumer interest in making a purchase is also significantly affected by its placement and visibility. Placed in high-traffic areas or on major roads, for example, advertisements with good visibility tend to draw in more attention from prospective customers, raising the possibility that they may be interested in buying the advertised commodity or service. In addition, the degree of exposure to billboard advertising affects the propensity of consumers to make purchases. There is a better chance to raise brand awareness and spark interest in making a purchase the more people see the advertisement.

Therefore, businesses can boost the impact of billboard advertising on customer purchasing interest and more successfully accomplish their marketing objectives by taking these elements into consideration and creating effective advertising campaigns.

According to study by: billboard advertising effect on consumers' interest in making purchases: (Khan et al., 2016), (Ferdy & Sari, 2020), (Putra & Widayatmoko, 2019).

## 2. Effect of Social Media Marketing on Consumer Buying Interest

The impact of social media marketing on the inclination of consumers to make purchases is strongly correlated with several important metrics, such as user activity, ratings and reactions, reach, and conversions. The first measure of exposure to marketing content on a social media site is reach. The more potential audiences a piece of content reaches, the more it has to grab their attention and establish brand awareness, both of which can drive interest in making a purchase.

An audience's level of interest in or relevance to the information is also determined by user ratings and responses, such as comments, likes, and shares. Positive user feedback can boost a brand's reputation and pique consumers' interest in making a purchase. Conversion, which describes the action a user does after being exposed to marketing information, such as visiting a website, registering, or completing a purchase, is also a crucial stage in the marketing process. A high conversion rate indicates that the information promoted on social media platforms is effective in transforming interest into action, which in turn effects consumer interest in making a purchase.

User interactions and participation with material, such as posting reviews, testimonies, or hashtags, are also included in user activity. A user's level of involvement and brand trust may be reflected in this activity, which may have an impact on their propensity to make a purchase. Businesses may improve brand-customer interactions, boost the overall success of marketing initiatives, and increase the effect of social media marketing on consumer purchase interest by tracking and managing these variables.

According to study by: social media marketing effect on consumers' interest in making purchases: (Hamdan et al., 2023), (Saputra, Ali, et al., 2023), (Ramadhany & Pritasari, 2020), (Safitri, 2017).

### Conceptual Framework

Figure 1 illustrates the construction of a conceptual framework that is based on the problem formulation, pertinent prior research, and the outcomes of the research and discussion above:



Figure 1. Conceptual Framework

Using the conceptual framework shown in Figure 1, thus: Social media marketing and billboard advertising affected consumer buying interest. The dependent variable (consumer buying interest) is affected by a number of variables in addition to the two independent variables listed below:

- 1) Price: (Saputra & Mahaputra, 2022), (Doan & Ali, 2021), (Mahaputra & Saputra, 2021), (Gunawan et al., 2023).
- 2) Service Quality: (Jumawan et al., 2023), (Khaira et al., 2022), (Marbun et al., 2022), (Mahaputra, 2020).
- 3) Product Variations: (Saputra, Khaira, et al., 2023), (Afriyanti & Rahmidani, 2019), (Ali et al., 2018), (Ali & Mappesona, 2016).
- 4) Brand Image: (Widjanarko, Hadita, et al., 2023), (Ali et al., 2023), (Mahaputra & Saputra, 2022), (Saputra & Sumantyo, 2022).

## CONCLUSION

The following are some of the findings drawn from the problem's background, formulation, prior research, conceptual framework, and above discussion:

- 1) Billboard advertising affected consumer buying interest;
- 2) Social media marketing affected on consumer buying interest.

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