

THE IMPACT OF BILLBOARD ADVERTISING ON REAL ESTATE

By

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A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



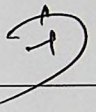
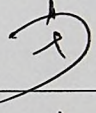

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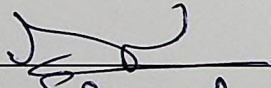
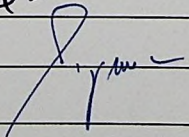
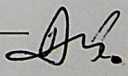
Supervisor-Student Meeting Record

| No. | Date | Place of Meeting | Topic Discussed | Signature of Student |
|-----|-----------|------------------|--|--|
| 5 | 7/8/2015 | University | Critical Review and literature |  |
| 6 | 31/8/2015 | University | Interpretation & data analysis. |  |
| 7 | 29/9/2015 | University | Final Review of thesis for corrections |  |

APPROVAL FOR EXAMINATION

Candidate's Name: SAAD NASIR KHAN Registration No. 19742
 Thesis Title: The impact of Billboard Advertising on real estate

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature:  Date: 08.10.2015
 Name: Sobia Shajal
 Head Of Department Signature:  Date: 8/10/15 

ABSTRACT

Purpose:

The reason for this study was to focus the impact proportion of Billboard commercials on overview members (buyers) who are living in Karachi city and to gauge the impacts on members' buying conduct. The exploration additionally endeavored to contrast the effect of board notices and other open air promoting instruments.

Methodology:

The other examination points are to assign the status of bulletin notices among the notice instruments which are thought to have an impact on the buying conduct of customers and to focus the impacts and measurements of bulletins commercials. An eye to eye meeting study is directed on 100 persons who live in Karachi city and who are chosen with non-arbitrary examining.

Findings:

The consequence of the investigation demonstrates that individuals by and large have positive conclusions about board promotions in Real Estate market. They believe that bulletins are more attractive and innovative when contrasted with other open air ad sorts and their physical size loans them a compelling visual effect. Respondents additionally expressed that announcements add to the cityscape as far as assortment and magnificence, and they don't contaminate nature. In any case, familiarity with board promotion amongst a few individuals is demonstrating moderately in the middle of low and high.

Implications:

The consequences of the study show that boards which make diverse thoughts, which are compelling in illuminating and inducing individuals and which are touchy to nature can be seen decidedly by shoppers. Specifically, amongst purchasers with higher instructive and wage levels, bulletins are getting to be striking and their perceivability is expanding. From the outcomes it is likewise presumed that in the city of Karachi organization need to publicize their Real Estate items on announcement to get powerful and proficient results through with the expense will be least and the yield will be greatest.

I. TABLE OF CONTENTS

| | |
|---|------|
| 2 nd HALF –SEMESTER PROGRESS REPORT & THESIS APPROVAL STATEMENT..... | i |
| DECLARATION OF AUTHENTICATION..... | ii |
| APPROVAL..... | iii |
| FIRST PAGE OF PLAGIARISAM..... | iv |
| ABSTRACT..... | v |
| ACKNOWLEDGMENT..... | vi |
| DEDICATION..... | vii |
| LIST OF TABLES..... | viii |
| LETTER OF ACCEPTANCE..... | ix |
| TABLE OF CONTENT..... | x |
| <u>1 INTRODUCTION</u> | 1 |
| <u>1.1 PROMOTION</u> | 2 |
| 1.1.1 PRINT MEDIA..... | 2 |
| 1.1.3 RADIO..... | 3 |
| 1.1.4 INTERNET..... | 3 |
| 1.1.5 BILLBOARD..... | 3 |
| <u>1.2 HISTORY&BACKGROUND</u> | 4 |
| 1.2.1 FIRST OUTDOOR ADVERTISING..... | 4 |
| 1.2.3 GROWING IN IMPORTANCE..... | 5 |
| 1.2.4 MODERN OUTDOOR BILLBOARD..... | 6 |
| <u>1.3 STATEMENT OF PROBLEM</u> | 8 |
| 1.3.1 OBJECTIVES..... | 8 |
| <u>1.4 SIGNIFICANCE OF STUDY</u> | 8 |
| <u>1.5 SCOPE</u> | 8 |
| <u>1.6 LIMITATIONS</u> | 8 |
| <u>1.7 DEFINATIONS OF TERMS</u> | 9 |
| 1.7.1 MARKETING..... | 9 |
| 1.7.2 AMERICAN MARKETING ASSOCIATION..... | 9 |
| 1.7.3 ADVERTISING..... | 10 |
| 1.7.4 AD..... | |
| 1.7.5 BILLBOARD..... | 10 |

| | |
|---|----|
| <u>3.1 RESEARCH DESIGN</u> | 19 |
| <u>3.2 RESPONDENTS OF THE STUDY</u> | 19 |
| <u>3.3 INSTRUMENT</u> | 19 |
| <u>3.4 RESEARCH QUESTIONS</u> | 19 |
| <u>3.5 INFORMATION ANALYSIS</u> | 20 |
| <u>3.6 RESEARCH METHODOLOGY</u> | 20 |
| <u>3.6.1 RESEARCH TYPE</u> | 20 |
| <u>3.6.2 SAMPLE SIZE</u> | 20 |
| <u>3.6.3 SAMPLING TECHNIQUE</u> | 20 |
| <u>4 DATA ANALYSIS AND INTERPRETATION</u> | 21 |
| <u>4.1 RESEARCH FINDINGS & EVALUATION</u> | 21 |
| <u>5 CRITICAL DEBATE:</u> | 24 |
| <u>6 CONCLUSION</u> | 36 |
| <u>6.1 RECOMMENDATION</u> | 27 |
| <u>6.2 AREA OF FUTURE</u> | 27 |
| <u>REFERENCES:</u> | 28 |
| <u>ANNEXURE:</u> | 31 |