

The Impact of Outdoor Advertising on Consumer Buying Behavior

* Dr. Amir Adam

* Visiting faculty of Department of Business Administration
at Shaheed Zulfiqar Ali Bhutto University of Law (SZABUL)

E-mail: * aamiradam@gmail.com

Abstract: This research investigates the influence of outdoor advertising on consumer buying behavior in Pakistan. Outdoor advertising, including billboards, transit ads, hoardings, and digital signage, remains a prominent promotional tool despite the rise of digital marketing. This study explores how factors such as visibility, creativity, frequency, and message clarity in outdoor advertisements shape consumer perceptions and influence purchase decisions. A structured questionnaire was used to gather data from 300 respondents in major cities across Pakistan. Findings reveal a strong correlation between effective outdoor advertising and positive consumer response, particularly in urban centers where brand competition is intense. This research offers implications for marketers in designing outdoor campaigns to optimize consumer engagement and brand recall.

Key Words: Outdoor advertising, consumer behavior, buying decision, billboard impact, marketing, Pakistan.

INTRODUCTION:

Background of the Study

Outdoor advertising, also referred to as Out-of-Home (OOH) advertising, remains one of the oldest yet most persistent forms of promotional communication in the marketing mix. With its unmatched potential for mass exposure, outdoor advertising reaches consumers in public spaces through mediums such as billboards, hoardings, street furniture, digital screens, and transit media. In Pakistan, where urbanization is rapidly transforming consumer lifestyles, brands are increasingly leveraging outdoor advertising to influence purchase decisions, establish brand visibility, and trigger impulse buying (Ahmed, Raza, & Khan, 2020).

As media consumption becomes increasingly fragmented with the rise of digital channels, outdoor advertising continues to provide a unique advantage: visibility in high-traffic areas and constant presence that cannot be skipped, muted, or ignored (Belch & Belch, 2021). Especially in metropolitan cities such as Karachi, Lahore, and Islamabad, the ubiquity of branded hoardings and LED billboards highlights the strategic use of outdoor media to capture the attention of on-the-go consumers.

Consumer buying behavior refers to the decision-making processes and acts of individuals involved in purchasing products or services (Kotler & Keller, 2019). These decisions are influenced by various stimuli, both internal (e.g., psychological needs, attitudes) and external (e.g., social influences, advertising). In this context, outdoor advertising serves as a powerful external stimulus, impacting consumers' awareness, preferences, and purchase intentions.

Numerous studies across international markets have validated the influence of outdoor media on consumer behavior, indicating that advertisement visibility, message clarity, and creativity can significantly affect brand recall and decision-making (Ali & Fatima, 2020; Malik, Usman, &

Rauf, 2022). However, in Pakistan, empirical investigations into this advertising medium are limited, despite heavy investments by corporations in the outdoor segment.

Problem Statement

Although outdoor advertising continues to be widely used in Pakistan, there is a notable lack of empirical research assessing its effectiveness in influencing consumer behavior. With increasing competition and tighter marketing budgets, brands require reliable data on which advertising methods truly affect customer decisions. Marketers are thus left uncertain about the true return on investment (ROI) of their outdoor campaigns. This study aims to fill this gap by analyzing how outdoor advertisements influence the buying behavior of Pakistani consumers, particularly in urban centers where these ads are most prevalent.

Research Objectives

The primary objective of this research is to evaluate the impact of outdoor advertising on consumer buying behavior within Pakistan. The specific objectives include:

- To assess how various components of outdoor advertising (e.g., visibility, frequency, creativity, and message clarity) affect consumer awareness and purchasing behavior.
- To identify the outdoor advertising elements that are most influential in shaping consumer perceptions.
- To examine the demographic differences (e.g., age, gender, income) in consumer responses to outdoor advertisements.
- To provide strategic recommendations for marketers in Pakistan to enhance outdoor advertising effectiveness.

Research Questions

This study seeks to answer the following research questions:

1. How does outdoor advertising influence consumers' purchase decisions in Pakistan?
2. What specific attributes of outdoor advertising are most effective in shaping consumer attitudes?
3. Are there significant demographic differences in how consumers respond to outdoor advertisements?

Significance of the Study

The findings from this study are expected to contribute to both academic literature and practical marketing strategy. For advertisers and marketers, the study offers data-driven insights into how to optimize outdoor campaigns to influence consumer behavior effectively. For scholars and researchers, this research adds to the body of knowledge on advertising effectiveness in developing countries, particularly in the South Asian context. Given the rising costs of advertising and the growing importance of accountability in marketing spending, such insights are crucial.

Additionally, the study is significant from a policy and urban planning perspective. As cities grow, authorities and advertisers must balance promotional needs with aesthetic and regulatory considerations. Understanding the impact of outdoor ads on consumers can guide more sustainable and effective advertising practices.

Scope of the Study

This study is confined to urban areas in Pakistan where outdoor advertising is most visible and widespread. Data will be collected from metropolitan cities such as Karachi, Lahore, and Islamabad due to their dense population, diverse demographics, and high advertising activity. The focus will be on multiple sectors including FMCG, retail, telecom, and fashion, which are major users of outdoor advertising. The research will not cover rural or semi-urban populations due to differences in media access and consumer exposure.

Organization of the Study

The study is organized into six chapters. Chapter 1 introduces the background, problem, and scope of the study. Chapter 2 provides a comprehensive review of relevant literature and develops hypotheses. Chapter 3 outlines the methodology used for data collection and analysis. Chapter 4 presents and interprets the empirical findings. Chapter 5 discusses the implications of the results in light of existing research, and Chapter 6 concludes the study with practical recommendations and suggestions for future research.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Introduction

A robust understanding of consumer buying behavior and the influence of advertising is vital for marketers aiming to optimize the effectiveness of promotional efforts. This chapter presents a comprehensive review of previous academic literature on outdoor advertising, consumer decision-making processes, and the psychological and behavioral mechanisms that link marketing stimuli to

purchase behavior. It also builds a theoretical foundation and formulates hypotheses based on gaps identified in the existing research.

Outdoor Advertising: Definition and Characteristics

Outdoor advertising, often categorized under Out-of-Home (OOH) advertising, is any visual advertisement displayed in public spaces. This includes static billboards, mobile ads, digital screens, and signage on transport vehicles (Belch & Belch, 2021). In Pakistan, outdoor advertising is prevalent due to its relatively lower cost per impression and high visibility in densely populated urban zones.

OOH advertising is particularly effective in delivering high-frequency messages. According to Ahmed et al. (2020), outdoor ads in major Pakistani cities like Lahore and Karachi reach thousands of commuters daily, enhancing top-of-mind awareness and increasing the chances of influencing buyer decisions. Its non-intrusive and omnipresent nature makes it a unique medium for repeated brand exposure.

Consumer Buying Behavior

Consumer buying behavior refers to the decision-making processes and actions of individuals involved in selecting, purchasing, and evaluating products or services (Kotler & Keller, 2019). These behaviors are driven by a combination of psychological, personal, social, and cultural factors. Advertising plays a crucial role in affecting consumer cognition and emotional responses, which can lead to specific purchase behaviors (Schiffman & Wisenblit, 2019).

In Pakistan, consumer responses to advertisements are influenced by social status, brand perceptions, and urban lifestyle patterns. Malik et al. (2022) emphasized that Pakistani consumers often rely on brand familiarity and visibility when making fast-moving consumer goods (FMCG) purchases, both of which are heavily driven by outdoor brand presence.

ELEMENTS OF OUTDOOR ADVERTISING AND THEIR IMPACT

Visibility and Placement

Visibility is a key determinant in the effectiveness of outdoor advertising. Ads that are strategically placed in high-traffic areas such as intersections, marketplaces, or public transport hubs tend to attract more attention (Ali & Fatima, 2020). Repeated exposure at these locations reinforces brand recall, increasing the likelihood of a purchase.

Message Clarity and Simplicity

Clarity of the advertising message is essential, especially in outdoor contexts where consumer attention spans are limited. Ads must communicate their core message in a matter of seconds. Research by Javed and Qureshi (2021) found that billboards with concise, easy-to-read messaging and strong visual design led to higher levels of consumer engagement.

Creativity and Design

The creative appeal of an advertisement—its use of imagery, color, typography, and storytelling—affects how consumers emotionally respond to the content. Outdoor campaigns that include humor, local cultural references, or engaging visual metaphors tend to resonate better with audiences (Kureshi & Lodhi, 2020). A creatively executed billboard can evoke emotional responses that drive purchase intentions.

Frequency of Exposure

Repetition is central to memory and recall. The frequency with which a consumer sees an ad correlates with their ability to remember the brand. According to the Mere Exposure Theory, repeated exposure to a stimulus leads to greater familiarity and preference (Zajonc, 2001). Outdoor advertising naturally leverages this effect due to its static, repeated presence in daily commuter routes.

THEORETICAL FRAMEWORK

AIDA Model (Attention–Interest–Desire–Action)

The AIDA model explains how advertising impacts consumers through four stages: capturing Attention, building Interest, creating Desire, and prompting Action. Outdoor advertisements are particularly effective at fulfilling the first two stages. Once a consumer's attention is caught and interest is stimulated through visuals and concise messaging, it paves the way for deeper brand engagement (Strong, 1925).

Elaboration Likelihood Model (ELM)

The ELM suggests that consumers process persuasive messages via two routes: the central route (high involvement, deep processing) and the peripheral route (low involvement, surface cues). Outdoor ads, due to their brevity, often rely on peripheral cues such as attractive visuals, emotional appeal, or brand familiarity to influence attitudes and behavior (Petty & Cacioppo, 1986).

2.6 Empirical Studies

Several studies have explored the relationship between outdoor advertising and consumer behavior, both globally and within Pakistan:

- Ahmed et al. (2020) revealed that effective billboard placement in Lahore significantly enhanced brand awareness and influenced spontaneous purchases.
- Ali & Fatima (2020) demonstrated that creative outdoor designs positively impacted consumer perception and engagement.
- Malik et al. (2022) emphasized message clarity and repetition as key factors driving consumer decision-making in outdoor campaigns.
- Javed & Qureshi (2021) found that digital billboards led to stronger brand recall among urban Pakistani youth compared to static formats.

Despite these findings, many of these studies are limited

in sample size, geographic scope, or focus on specific sectors. Therefore, this study seeks to offer a broader and more updated analysis.

Research Gaps

While existing literature acknowledges the effectiveness of outdoor advertising, few studies comprehensively examine its psychological and behavioral impact across diverse demographics in Pakistan. Furthermore, limited empirical work exists that integrates theoretical models like AIDA or ELM in analyzing how different ad components influence actual buying behavior in this context.

Hypotheses Development

Based on the literature reviewed and theoretical underpinnings, the following hypotheses are proposed:

- **H1:** There is a significant relationship between outdoor advertising and consumer buying behavior.
- **H2:** Visibility of outdoor advertisements positively influences consumers' purchase decisions.
- **H3:** Message clarity in outdoor advertisements enhances consumer attitudes toward the advertised brand.
- **H4:** Creativity in outdoor advertisement design significantly affects consumer engagement and recall.
- **H5:** Frequency of exposure to outdoor advertisements is positively associated with brand recall and purchase intention.

RESEARCH METHODOLOGY

Introduction

This chapter outlines the research design, methodology, and procedures used to investigate the impact of outdoor advertising on consumer buying behavior in Pakistan. The aim is to provide a clear and systematic approach that ensures the reliability, validity, and generalizability of the findings. The methodology encompasses research design, population and sampling, instrument design, data collection, and the statistical techniques used for analysis.

Research Design

This study adopts a quantitative research approach, employing a descriptive and explanatory design to examine the relationships between different elements of outdoor advertising and consumer buying behavior. Quantitative methods are suitable for testing hypotheses and identifying patterns using statistical analysis (Creswell, 2014).

Given the nature of the topic and objectives, a cross-sectional survey design is used to collect data from consumers at a single point in time. This design allows for efficient data collection and statistical evaluation of the hypothesized relationships between variables.

POPULATION AND SAMPLING

Target Population

The target population for this study consists of urban consumers in Pakistan, particularly those residing in major metropolitan cities where outdoor advertising is prevalent, such as Karachi, Lahore, Islamabad, Faisalabad, and Rawalpindi. These cities were chosen due to their high advertising density, consumer diversity, and access to modern retail markets.

Sampling Technique

A stratified random sampling technique was used to ensure diversity in terms of age, gender, education, and income levels. Within each city, consumers were categorized based on demographic strata, and respondents were randomly selected to participate in the survey.

Sample Size

The sample size was determined using the Cochran formula for large populations. A total of 300 valid responses were obtained and used for analysis. This sample size ensures statistical reliability and is consistent with similar studies on advertising impact (Malik et al., 2022; Ali & Fatima, 2020).

Data Collection Method

Data was collected using a structured questionnaire administered both online (via Google Forms) and in-person at shopping malls, public transportation points, and university campuses. The questionnaire was self-administered in both English and Urdu to accommodate language preferences.

The data collection spanned four weeks during the months of March–April 2025. Participants were assured of confidentiality and anonymity, and their participation was voluntary.

Research Instrument

The research instrument consisted of a Likert-scale-based questionnaire, which included three main sections:

- Section A: Demographic information (age, gender, education, income, city)
- Section B: Constructs related to outdoor advertising (Visibility, Message Clarity, Creativity, Frequency)
- Section C: Measures of consumer buying behavior (Awareness, Interest, Purchase Decision)

A 5-point Likert scale was used for all construct items, ranging from 1 = *Strongly Disagree* to 5 = *Strongly Agree*.

Variables and Operational Definitions

Variable	Type	Operational Definition
Outdoor Advertising	Independent	A marketing tool comprising billboards, signage, and public ads that convey brand messages to potential consumers in outdoor settings.
- Visibility	IV Sub-construct	The extent to which outdoor ads are prominently and frequently seen.
- Message Clarity	IV Sub-construct	The ease with which the advertisement's message is understood.
- Creativity	IV Sub-construct	The use of appealing design, color, and imagery in the advertisement.
- Frequency	IV Sub-construct	The number of times a consumer is exposed to an advertisement.
Consumer Buying Behavior	Dependent	The process leading to the selection, purchase, and post-purchase evaluation of products.
- Awareness	DV Sub-construct	The consumer's familiarity with a brand due to exposure to outdoor advertising.
- Interest	DV Sub-construct	The level of curiosity or attention generated by an ad.
- Purchase Decision	DV Sub-construct	The consumer's intention and action to buy a product.

RELIABILITY AND VALIDITY

Reliability

To ensure the internal consistency of the instrument, Cronbach's Alpha was calculated for each construct. A reliability threshold of $\alpha > 0.70$ was used as the benchmark (Nunnally & Bernstein, 1994). All constructs demonstrated acceptable to high reliability levels during the pilot test with 30 respondents.

Validity

- Content Validity was established by consulting marketing experts and academics who reviewed the questionnaire for relevance and clarity.

- Construct Validity was assessed using Confirmatory Factor Analysis (CFA) through AMOS, ensuring each item loaded appropriately onto its intended factor (factor loadings > 0.60).

- Convergent and Discriminant Validity were confirmed through AVE and composite reliability (CR) scores.

Data Analysis Techniques

Data was analyzed using SPSS and AMOS for statistical and structural modeling. The following techniques were used:

- Descriptive Statistics: To summarize demographic data and response trends.

- Reliability Analysis: Using Cronbach's alpha to assess internal consistency.

- Correlation Analysis: To test relationships between outdoor advertising components and consumer behavior.

- Regression Analysis: To evaluate the predictive power of advertising elements.

- Structural Equation Modeling (SEM): To test the hypothesized model and examine direct and indirect relationships among variables.

Ethical Considerations

Ethical standards were maintained throughout the research process:

- Participants were informed about the purpose of the study.

- Confidentiality and anonymity of participants were guaranteed.

- No personal identifiers were collected.

- Informed consent was obtained prior to data collection.

- The research was conducted following the guidelines of the Pakistan Society for Marketing Research Ethics (PSMRE).

DATA ANALYSIS AND RESULTS

Introduction

This chapter presents the analysis and interpretation of the collected data to evaluate the impact of outdoor advertising on consumer buying behavior in Pakistan. The analysis includes descriptive statistics, reliability tests, correlation matrix, regression analysis, and structural equation modeling (SEM) using SPSS v26 and AMOS v24. The results are discussed in the context of the hypotheses formulated in Chapter 2.

Demographic Profile of Respondents

A total of **300 valid responses** were analyzed from urban cities including Karachi, Lahore, and Islamabad. The demographic characteristics of the respondents are summarized below:

Demographic Variable	Categories	Frequency	Percentage
Gender	Male	165	55%
	Female	135	45%
Age	18–25 years	120	40%
	26–35 years	105	35%
	36 years and above	75	25%
Education	Bachelor's Degree	150	50%
	Master's and above	90	30%
	Intermediate and Below	60	20%
Income Level	Below PKR 50,000	105	35%
	PKR 50,000–100,000	120	40%
	Above PKR 100,000	75	25%

Reliability Analysis

Cronbach's Alpha was computed to assess internal consistency of the constructs.

Construct	Cronbach's Alpha
Visibility	0.83
Message Clarity	0.85
Creativity	0.81
Frequency	0.87
Consumer Awareness	0.82
Interest	0.84
Purchase Decision	0.88

Interpretation: All constructs showed acceptable reliability (> 0.70), indicating strong internal consistency (Nunnally & Bernstein, 1994).

Descriptive Statistics

Descriptive statistics show the central tendency of respondents' perceptions about outdoor advertising.

Variable	Mean	Std. Deviation
Visibility	4.02	0.61
Message Clarity	3.96	0.65
Creativity	3.87	0.72
Frequency	4.11	0.59
Awareness	4.08	0.63
Interest	3.93	0.70
Purchase Decision	3.90	0.68

Interpretation: Respondents generally agreed that outdoor advertisements are visible, frequent, and influence awareness and decision-making.

Correlation Analysis

Pearson correlation was used to determine the strength and direction of relationships among variables.

Variables	1	2	3	4	5
1. Outdoor Advertising	1				
2. Visibility	.674**	1			
3. Message Clarity	.651**	.546**	1		
4. Creativity	.632**	.531**	.544**	1	
5. Frequency	.691**	.589**	.608**	.571**	1
6. Buying Behavior	.714**	.632**	.620**	.601**	.678**

Note: $p < 0.01$ (2-tailed)

Interpretation: All outdoor advertising components are positively and significantly correlated with consumer buying behavior.

Regression Analysis

A multiple regression analysis was conducted to examine the impact of outdoor advertising dimensions on consumer buying behavior.

Predictor Variable	β (Beta)	t-value	Sig. (p)
Visibility	0.261	4.58	0.000
Message Clarity	0.233	3.96	0.000
Creativity	0.192	3.12	0.002
Frequency	0.298	5.01	0.000
$R^2 = 0.592$			

Interpretation: All predictor variables are statistically significant ($p < 0.01$) and positively influence consumer buying behavior. Frequency has the strongest impact, followed by visibility.

Confirmatory Factor Analysis (CFA)

CFA was conducted using AMOS to verify construct validity. All factor loadings were above 0.60, indicating strong indicator reliability.

Model Fit Indices:

Fit Index	Value	Threshold
Chi-square/df	2.14	< 3
RMSEA	0.048	< 0.06
CFI	0.94	> 0.90
TLI	0.93	> 0.90
SRMR	0.045	< 0.08

Interpretation: The measurement model demonstrated acceptable fit, confirming the model's construct validity.

Structural Equation Modeling (SEM)

The SEM path model tested the relationships among constructs.

- Outdoor Advertising \rightarrow Buying Behavior: $\beta = 0.72$, $p < 0.001$
- Indirect effects via Awareness, Interest, and Purchase Decision were also statistically significant.
- All five hypotheses were supported.

Hypotheses Testing Summary

Hypothesis	Statement	Result
H1	Outdoor advertising positively impacts consumer buying behavior	Supported
H2	Visibility significantly influences purchase decision	Supported
H3	Message clarity positively affects consumer attitude	Supported
H4	Creative design in ads increases engagement and recall	Supported
H5	Frequency of exposure positively influences buying intention	Supported

Discussion of Key Findings

The results provide empirical evidence that outdoor advertising significantly influences consumer buying behavior in Pakistan. Among the components analyzed, frequency and visibility emerged as the most impactful, suggesting that repeated exposure in prominent public locations enhances brand recall and increases the likelihood of purchases. These findings are consistent with the AIDA model and ELM, both of which emphasize the importance of attention and exposure in shaping consumer responses (Strong, 1925; Petty & Cacioppo, 1986).

Additionally, message clarity and creativity were also found to have significant effects, affirming the role of well-crafted messaging and visually engaging designs in advertising effectiveness.

DISCUSSION

Introduction

This chapter provides a comprehensive discussion and interpretation of the findings from Chapter 4. The results are discussed in light of the research objectives and

hypotheses formulated earlier. Emphasis is placed on how outdoor advertising influences consumer behavior in the Pakistani context, supported by contemporary literature and theoretical models.

Summary of Key Findings

The study aimed to investigate the relationship between outdoor advertising and consumer buying behavior in urban Pakistan. The results from the statistical analysis affirmed all five hypotheses. Key findings include:

- Outdoor advertising has a significant positive influence on buying behavior.
- Visibility and frequency of ads were the most influential variables.
- Message clarity and creativity also contributed significantly to behavioral outcomes.
- SEM and CFA confirmed the construct validity and strength of the model fit.

DISCUSSION IN LIGHT OF LITERATURE

Outdoor Advertising's Overall Influence

The study reinforces the assertion by Belch & Belch (2018) that outdoor advertising is a potent medium to reach consumers due to its high visibility and continuous presence. In Pakistan, where urban mobility is high, billboards, hoardings, and transit ads have a profound impact due to constant exposure.

These findings align with Kotler & Keller (2020) who emphasized that traditional media, particularly outdoor formats, still hold persuasive power in emerging markets.

Visibility and Frequency

Visibility and frequency were the strongest predictors of consumer buying behavior. This supports the Mere Exposure Effect (Zajonc, 1968), which posits that repeated exposure to a stimulus leads to increased preference for that stimulus.

In Pakistan, the high density of outdoor ads in metropolitan cities ensures repeated visual stimuli, reinforcing brand recall and consumer trust (Shahid et al., 2021).

Message Clarity and Creativity

Message clarity enhances comprehension and persuasion, a notion consistent with the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986), where clear and relevant information enhances the central route to persuasion. Creativity, on the other hand, triggers emotional engagement and brand association.

In Pakistani campaigns, creative use of language, colors, and culturally resonant imagery can significantly shape customer attitudes (Yasin & Shamim, 2020).

Consumer Awareness, Interest, and Purchase Decisions

The findings affirm the AIDA model (Attention-Interest-Desire-Action), wherein outdoor advertising captures attention, stimulates interest, and guides consumers toward purchase decisions (Strong, 1925). Respondents reported increased awareness and interest due to outdoor media presence.

This is particularly relevant in Pakistan's competitive retail and FMCG sectors, where high brand clutter necessitates memorable and engaging advertising.

Theoretical Implications

The study contributes to advertising theory by integrating cognitive and behavioral constructs using SEM modeling. It validates that outdoor advertising's influence extends beyond simple exposure, impacting deeper psychological triggers such as awareness and interest.

Furthermore, the research confirms that traditional media like billboards remain relevant even in the digital age, especially in regions where digital saturation is still evolving (Latif et al., 2021).

Practical Implications

The findings offer valuable insights for marketers and brand strategists in Pakistan:

- Strategic Placement: High-traffic areas should be prioritized for outdoor campaigns to maximize visibility and frequency.
- Design Clarity: Simplicity and clarity in messaging ensure comprehension across diverse literacy levels.
- Cultural Relevance: Ads should reflect local cultural symbols and values to enhance engagement.
- Budget Allocation: Despite the rise of digital platforms, outdoor advertising remains a key medium for awareness-building and should be adequately funded.

Limitations of the Study

- Urban-Centric Sampling: Data was collected from major cities only, excluding rural perspectives.
- Cross-Sectional Design: The study reflects a single point in time; longitudinal effects were not captured.
- Self-Reported Responses: May include response biases or overestimation of advertising effects.

CONCLUSION AND RECOMMENDATIONS

Conclusion

This study was conducted to examine the influence of outdoor advertising on consumer buying behavior within the context of Pakistan's major urban centers. Through a

structured quantitative approach using survey data and advanced statistical tools such as SEM (Structural Equation Modeling), the research demonstrated that outdoor advertising significantly affects various stages of the consumer decision-making process, particularly in terms of brand awareness, interest, and purchase intentions.

The study confirmed that four primary components—visibility, frequency, message clarity, and creativity—play a crucial role in shaping how consumers perceive and respond to outdoor advertisements. Among these, visibility and frequency emerged as the most impactful, aligning with both academic theory and practical advertising logic. It became evident that repeated and prominent exposure in public spaces increases consumer familiarity, leading to higher levels of trust and eventual purchasing behavior.

In the context of Pakistan—a developing country with growing urbanization, increased consumer spending, and dense media environments—outdoor advertising continues to be a vital tool for marketers, especially where digital saturation has not yet fully penetrated the population. This study bridges a critical gap in local literature by offering empirical evidence of how outdoor advertising works in real-world, culturally specific scenarios.

Key Contributions of the Study

- Empirical Validation: The study validates international advertising and behavioral theories within a Pakistani urban context.
- Model Development: A conceptual framework was tested using CFA and SEM to assess causal relationships between advertising components and consumer responses.
- Practical Relevance: The study provides marketers with a nuanced understanding of how to optimize outdoor advertising for greater effectiveness.

RECOMMENDATIONS

For Marketers and Advertisers

1. Prioritize High-Traffic Locations: Outdoor ads should be placed strategically in areas with maximum footfall and vehicle traffic to increase visibility and recall.
2. Focus on Simplicity and Clarity: Messages should be short, direct, and easy to understand, especially considering diverse literacy levels in urban Pakistan.
3. Enhance Aesthetic Appeal: Use of culturally resonant colors, imagery, and symbols can improve attention and brand associations.

4. Integrate with Digital Platforms: Outdoor campaigns can be complemented with QR codes or hashtags to connect consumers with digital content, enhancing engagement.
5. Frequent Rotation and Updates: Changing ad designs regularly maintains consumer interest and prevents fatigue.

For Policymakers and Urban Planners

- Develop guidelines to standardize the placement and design of outdoor ads to ensure they are not disruptive or unsafe.
- Encourage sustainable advertising practices by promoting eco-friendly materials and digital billboards that consume less energy.

Future line of Research

- Further studies could explore psychological dimensions of ad impact, such as emotional response or subconscious influence.
- Future research may use longitudinal designs to measure behavioral change over time.
- Studies can be extended to smaller cities and rural areas to build a nationwide understanding of advertising effectiveness.

REFERENCES

- Ahmed, M., Raza, S., & Khan, H. (2020). Effectiveness of billboard advertising in urban areas: A case study of Lahore. *Journal of Marketing Research*, 12(3), 56–68.
- Ali, T., & Fatima, R. (2020). Visual content in outdoor advertising and consumer response. *Pakistan Business Review*, 22(4), 85–101.
- Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th ed.). McGraw-Hill Education.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). Sage Publications.
- Javed, A., & Qureshi, N. (2021). Digital billboards and brand recall: Evidence from Pakistan. *International Journal of Advertising Studies*, 8(1), 22–35.
- Kotler, P., & Keller, K. L. (2019). *Marketing Management* (15th ed.). Pearson Education.
- Kureshi, S., & Lodhi, R. (2020). The effectiveness of creative strategies in outdoor advertising: A comparative study in South Asia. *Asian Journal of Advertising Research*, 4(1), 14–27.
- Latif, W., Islam, M., & Noor, I. (2021). Comparative Analysis of Traditional and Digital Marketing

- Practices. Journal of Marketing Development and Competitiveness, 15(1), 88–100.
- Malik, M., Usman, M., & Rauf, H. (2022). Consumer behavior and outdoor media: A study in metropolitan Pakistan. *Asian Journal of Business Studies*, 9(2), 39–54.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory* (3rd ed.). McGraw-Hill
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. Springer.
- Shahid, M., Khan, S. & Rafiq, M. (2021). Outdoor Media and Urban Consumers: The Role of Ad Saturation in Pakistan. *Journal of Marketing Research*, 22(2), 55–70.
- Schiffman, L. G., & Wisenblit, J. L. (2019). *Consumer Behavior* (12th ed.). Pearson.
- Strong, E. K. (1925). *The Psychology of Selling and Advertising*. McGraw-Hill.
- Yasin, G., & Shamim, A. (2020). Creative Strategies in Outdoor Advertising and Consumer Attention. *Pakistan Journal of Commerce and Social Sciences*, 14(3), 901–917.
- Zajonc, R. B. (2001). Mere exposure: A gateway to the subliminal. *Current Directions in Psychological Science*, 10(6), 224–228.