

An analysis of the Effectiveness of Wallscape Advertising in Increasing Brand Awareness-

Case study of Coca-Cola UK

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Abstract

Wallscape advertising can be classified as a type of advertising in which a portrait is either painted or directly attached to the exterior of a building for the purpose of elaborated promotion. This study conducts a quantitative design based research and focus specifically on Coca Cola Company to study the effectiveness of wallscape advertising strategy in increasing brand awareness. Furthermore, the study attempts to make recommendations for improvement in wallscape advertising strategy. The study concludes that there is a string and positive relationship between wallscape advertising and brand awareness in the target audience. This study concludes that wallscape advertising can be used effectively to increase brand awareness and providing information about products and service of a business.

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CHAPTER ONE: INTRODUCTION

1.1 Introduction

In light of the study by Huang and Sarigollu (2014, p. 116), advertising today plays a significant role in creating the awareness of the brand among the customers and effectively communicate the offerings of businesses in the marketplace. Among many, the primary goal of advertising is circumstances of low involvement and interest is to maintain and generate the brand awareness. As stated by Hutter, Hautz, Dennhardt and Fuller (2013, p. 346), advertisers utilises repetition of ads and offering in order to impress the consumers and develop their feelings of comfort towards the brand. The key reason behind the repetition is the expectation of advertisers that brand will remain in the evoked set of consumers which will probably increase the subsequent purchase of the brand. According to Buil, De Chernatony and Martinez (2013, p. 118), in previous days advertisers were restricted by very few approaches of advertising in order to reach their customers and increase the awareness of brands, products and services that were offered.

However, as the globalisation increased all over the world, new methods and approaches were derived by businesses and advertisers to reach their customers that were located far away from the brand. A study conducted by Chan, Leung and Luk(2013, 170) states that, initially traditional advertising approaches were used in order to attract the customers such as TV commercials, billboards, brochures and radio advertisement. However, as the time passed and the use of internet among the population increased, new opportunities evolved for advertisers and marketers to adopt and create new ways in order to reach customers effectively and increase the brand awareness. Kapferer (2008) stated that a brand is created in order to develop an image of

the offerings of business that it provides to its customers through which it generates profits. The distinguished characteristics and elements of a brand possess a special place in the mind of consumers through which their purchase behaviour is influenced.

By creating the awareness of brand, businesses distinguish their products and services from the offerings of competitors for the purpose of providing facility to customers. A brand communicates its name, symbol, image and sign to its customers by adopting different advertising strategies that perfectly fits the nature of business. According to O'Quinn et al., (2014), brand awareness through advertising is done in order to develop knowledge and understanding of offerings that the business provides to its customers for the purpose of increasing the profitability.

1.2 Background

The main aim of marketers to invest in advertising is to encourage consumers to prefer their brand over other offerings. There are two aspects through which the consumers make the choice of purchasing the brand; first, their awareness regarding the brand they want to purchase is high and secondly they are inclined towards choosing the offerings of a specific brand. The use of advertising facilitates one or both of these aspects (Freling and Forbes, 2013). It is important for marketers to develop an understanding regarding the channel of advertising through which the choices of consumers are affected for several reasons including; it bounds the concentration of industry specifically in large markets assuming the willingness to pay of consumers is increased through advertising by altering their perceptions of quality.

According to Rubio, Oubina and Villasenor (2014, p. 293), at all levels of marketing, the concept of advertising is considered as the foundation for creating the awareness of the brand

among the consumers since it affects their cognitive behaviour and shapes their behaviour regarding purchases. In light of the study by Hakala, Svensson and Vincze(2012, 443), the measures of brand awareness is extensively utilised for gauging the effectiveness and performance of marketing strategies, especially advertising. Brand awareness helps the business to develop and increase the equity of the brand by ensuring that the consumers are aware of the different offerings and categories which the brand provides as compared to its competitors. The brand awareness in today's contemporary environment is measured through three different ways including; top of mind, aided and spontaneous (Malik et. al., 2013).

Top of the mind is considered as the response of customers which is triggered when they are asked to recall of brand given the category. On the other hand, spontaneous is considered as the unprompted brand name recall and lastly aided is referred to as the prompt recognition of brand name. These measures are discussed in detail of the following research study. Kotsyuruba and Kobylukh (2014) defined Wallscape advertising as elaborate ads that are attached or painted directly to building's exterior surfaces including famous landmark locations in different part of the city. These ads are crated to provide extreme exposure of the brand to customers in downtown area and are specifically designed for their use in long run.

It has been observed by Warrum et al., (2012) that brand chose famous locations in order to paste their Wallscape ads so that more customers are exposed towards their offerings. These ads are targeted through prime locations where more and more customers visit daily. These ads also includes graffiti images which attracts the attention of customers and influence their behaviour towards the brand by recalling distinguished images displayed on Wallscape advertising. As compared to previous times, advertising today has a broader scope due to the introduction of different new techniques and tools such as social media. The emergence of use of

social media has provided marketers with huge benefits since it is used by individuals all over the world (De Mooij, 2013). Customers can be easily tracked and targeted through social media advertising at lower costs as compared to the traditional practices of advertising. However, it is observed by Sethuraman, Tellis and Briesch(2011, p. 461), for creating awareness businesses chose specific approaches related to the needs and requirements of meeting their objectives, such as; some brands may use utilise all the channels including TV commercials, billboards, brochures and social media whereas others may utilise the services of social media. The adoption of different approaches also depends on the budget which these businesses allocate for their marketing and advertising purposes (Schudson, 2013). Through advertising brands provide information regarding the products and services they offer which also develops a way for communication between the business and its customers.

1.3 Research Aims and Objectives

The aim of the study is to analyse the effectiveness of Wallscape advertising in increasing brand awareness in consumer industry with a case study of Coca-Cola, UK.

- To evaluate the effectiveness of Wallscape advertising.
- To investigate the brand awareness in consumer industry with a case study of Coca-Cola, UK.
- To investigate the relationship between Wallscape advertising and the brand awareness in consumer industry.
- To make recommendation for Coca-Cola to maximise the brand awareness through Wallscape advertising.

1.4 Research Question

- How effective the Wallscape advertising is in consumer industry?
- How the brand awareness is working in consumer industry?
- How Wallscape advertising effectiveness is impacting on the brand awareness in consumer industry?
- What recommendation can be made for Coca-Cola to maximise the brand awareness through Wallscape advertising?

1.5 Problem Statement

In order to reach the targeted customers, every brand today is focused towards adopting different marketing strategies for the purpose of increasing market share and profit of the business. According to Buil, De Chernatony and Martinez (2013, p. 117), initially there were very few limited approaches through which brands used to approach their customers which restricted the productivity and profitability of these brands. Brands used to stick with conventional approaches, although these approaches provided businesses with increased awareness but the desired level were not achieved by the businesses.

Among many, the use of Wallscape advertising became famous since the approach was different and gained the attention of many customers due to features that were provided through. Brands used to paste their ads on walls of famous buildings which are located in famous metropolitan areas where the customers spend most of their time. However, due to social media the trend of Wallscape advertising has diminished or reduced to very limited degree. Therefore, it is important to analyse or identify the impact of Wallscape advertising since it can attract huge number of customers towards the brand in today's contemporary business environment.

Furthermore, Buil, De Chernatony and Martinez (2013, p. 118) observed that businesses now a days spend a lot of money on advertising without clearly identifying their objectives and aligning it with their strategies. Such carelessness results in waste of capital which does not provide the intended benefit to these businesses. In order to achieve high level of brand awareness, businesses needs to understand and learn the behaviour of their present customers and as well as their potential customers. The main focus of the brand they offer must be to fulfil the needs and desires of customers instead of just throwing the product into the market for consumption. For effective Wallscape advertisements brand must know what content it should use so that it can influence the purchase decisions of consumers.

1.6 Rationale of Research

In light of the study by Sethuraman, Tellis and Briesch (2011, p. 461), brand awareness is referred to as the level of understanding of consumers through which they identify the brand. It has been also observed by different researcher that brand awareness is a key element for influencing the purchase intentions of consumers and can also be used as a measurement tool for checking the effectiveness of initiatives related to marketing. Brand awareness influences the decisions of purchase of customers by including a specific product or services into the consideration set of customer. Since the introduction of Wallscape advertising a significant change has been observed while creating awareness for the brand, for which it is of great importance to check the effectiveness of Wallscape advertising towards increasing brand awareness. Furthermore, it is observed that due to the adaptation of different new techniques, the use of wallscape advertising has lost its significant, such as using social media for targeting customers, business are not much interested in wallscape advertising. However, big brands like

Coca-Cola and other famous brands still adopts the practices of wallscape advertising for creating awareness of brand.

Measuring the effectiveness will allow marketers to analyse their impact which can be used in order to develop the success of brand. As stated by Rubio, Oubina and Villasenor (2014, p. 293), through creating brand awareness businesses allow themselves to increase their market share by inviting potential customers towards the brand. The conventional approaches which were adopted previously by marketers have become obsolete and new trend has been emerged in order to find new and innovative way to reach customers and increase the awareness of brands. The main reason for executing this research is that there has been no or little literature available regarding the impact of Wallscape advertising on brand awareness. Therefore the following research in conducted to fill this gap.

1.7 Significance of Research

The following research is significant for understanding the concept of Wallscape advertising and its impact on brand awareness. Due to the introduction of new methods and approaches the use of Wallscape advertising has incurred a downward trend since social media marketing is the most common tool used by businesses in order to attract customers and create the awareness for their brands (Hutter et al., 2013, p. 346). The reason behind the success of social media is that through use of social media advertising brands can easily reach a large number of population in cost effective manner whereas other conventional methods of advertising such as TV commercials utilises a huge amount of cost and time for the preparation of attracting customers and creating brand awareness.

This particular research is focused towards analysing the effectiveness of Wallscape advertising since this method is counted among the conventional methods and its use has been declined by different brands all over the world (O'guinn et al., 2014). However, in some cities like New York, a well-known place such as Madison Square Garden is filled with different and innovative Wallscape advertising concepts which are sighted by many customers on daily basis. The presence of Wallscape advertising in today's era shows that the approach is still very effective for businesses to create awareness of the brand.

1.8 Company and Industry Background

The company of Coca-Cola started its journey in 1886, when Dr. John Pemberton, a pharmacist from Atlanta started to create different tastes of soft drinks that he use to sell. A businessman named Asa Griggs Candler used different tactics of marketing in order to create Coke a dominant and most loved soft drink brand around the world in the 20th century (Pendergrast, 2013). The Coca-Cola produced using different ingredients is shifted to their licensed bottlers who pack the soft drinks into different sizes of containers and distributes it all over the world.

The company also places its vending machines at different locations so that it can attract and maintain a huge database of customers and increase its brand awareness. The company currently offers different categories of soft drinks which are produced under the name of parent brand (Archer, Edward and Blair, 2013). Based on the study conducted in 2015 by Interbrand best global brand, it was observed that in 2013 Coca-Cola was at number third among the most valuable brands all over the globe. Presently, Coca-Cola sells its product in more than 200 countries located around the globe and serves nearly 1.8 billion customers every day. The

Beverage industry in UK has been established since the British era and has expanded through the period of time. There were many brands which transferred or changed their name to operate in the modern era, however some are still operating with the same values as before.

1.9 Research Structure

Given below is the structure of research study that has been conducted by the researcher. The study includes five chapters which are intended to analyse the effectiveness of Wallscape advertising towards increasing the awareness of brand. Further description of these chapters is given below;

Chapter One: Introduction is the first chapter of research dissertation through which the researcher introduces the topic and its variables with the help of past published literature. The chapter includes the contextual background, aims and objectives of the research study, research questions, significance of research, problem statement, rationale of research and organisational background.

Chapter Two: Literature Review is the second chapter of research study in which the researcher elaborated the discussion regarding the variables of study which are advertising and brand awareness. These variables are further divided into subheads for clear explanation and understanding of research study. Theoretical and conceptual framework is also provided in this chapter.

Chapter Three: Methodology is the third chapter in which the researcher incorporated different methods and approaches through which the data was collected for the study. The chapter includes research paradigm, research approach, research design, types of investigations,

and method of data collection, sampling method, techniques and size. Lastly, research limitations and ethical considerations are also provided.

Chapter Four: Data Analysis is the fourth chapter which includes various methods through which the data collected for research is analysed. Different test are performed on data to check the reliability, validity and relationship between the variables.

Chapter Five: Conclusion is the fifth and last chapter of research dissertation in which the results are concluded which were derived by collecting the data. Furthermore, recommendations are also provided by the researcher which based on the findings of results.

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CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

Ideally, the second chapter, within a dissertation, introduces and undertakes a comprehensive literature review to determine the impact of independent variable on the dependent variable; in this case advertising on brand awareness. The following chapter includes an introduction to advertising, its definition, and classification, an introduction about Wallscape advertising, its purpose, communication and standard components. A detailed literature review has been done based on the discussion on the concepts of brand awareness, factors associated to brand awareness to have a clear concept of what actually brand awareness is.

Further, analysis will be done to understand the impact of wallscape advertising will be done, including a discussion on wallscape advertising and customer, wallscape advertising and consumer and how wallscape advertising affects consumer. At the end a conceptual framework will be shown showing relation between these variables.

2.2 Conceptual Understanding and Advantages of Wallscape Advertising

Wallscape advertising can be classified as a type of advertising in which a portrait is either painted or directly attached to the exterior of a building for the purpose of elaborated promotion (Kwate, 2007). There are mostly used in metropolitan cities especially in downtown for spectacular marketing. They can be hanged anywhere such as parking garages, apartment buildings or other high profile buildings to increase the exposure to the consumer.

They are usually bigger in size and thus facilitate advertising even from long distance. It is a creative campaign that targets pedestrians and professionals as well (Landa, 2010). According to Marchand (1985), it offers the following advantages:

- It requires one-time investment and leaves a long-lasting impact
- Long-term exposure of message
- Visually fascinating and dramatic
- Custom designed
- They can be built quickly
- It is easy to replace the advertisement
- quickly build and maintain top-of-mind awareness
- Advertisement is always available i.e. 24/7
- Make the most of exclusive building shapes and sizes

Whereas, Kwate and Lee (2007, p.21) negating the advantages of wallscape advertising, stated that wallscape advertising takes people far from reality, they desire to buy new products even if they are not capable. Thus, they feel low about their present social status and adopt evil ways to overcome it; conversely wallscape advertising is undermining social values. Not only this it also confuses the purchasers and gives rise to monopoly of products.

2.3 Different Classifications of Advertising

Wallscape advertising is a non-personal (target a group or group of people) type of promotional, usually influential in nature and promoting goods and services by a company or an organization. According to Bovée and Arens (1992), it is divided into four categories: target audience, geographic area, medium, and purpose (p. 8).

2.3.1 Target Audience

The aim of wall space advertising is to precisely target for whom the product is projected and to whom it should satisfy. Then the advertising content is adjusted to the desires and wants of that specific group or group of people. According to Bovée and Arens (1992, p. 155) there is a delusion that for successful advertisement of a product it should appeal all and sundry or no less than majority. Practically it is impossible because people have different preferences and choices thus to satisfy them different methods must be opted. Satisfying each and every-one would mean formation of a complex advertisement and ultimately seems less persuasive and unsuccessful. So the market is divided into segments according to the desires of potential customers and to aim at particular group of people (Warrum et. al. 2012).

Conversely, as stated by Benería, Berik and Floro (2015) , practically it is impossible because people have different preferences and choices thus to satisfy them different methods must be opted. Satisfying each and every-one would mean formation of a complex advertisement and ultimately seems less persuasive and unsuccessful. So the market is divided into segments according to the desires of potential customers and to aim at particular group of people.

2.3.2 Geographic Area

The geographic area on the basis of wall space advertising is divided into four types: local, regional, national and international:

2.3.2.1 Local Advertising

Commonly known as retail advertising, is usually utilized by the business whose aim is to advertise a product within a local area. Ideally, local advertising caters directly to the demands of

the consumers, highlighting their needs and wants explicitly and thus persuades the reader to visit that store (Gupta *et. al.*, 2002). However, according to Haddadi (2011,p.119), it is beneficial only for small business.

2.3.2.2 Regional Advertising

As stated by Doroshenko, Guschina and Chesnokova (2013, p.1206), one of the key benefits of undertaking regional advertising is the ease of catering to predefined and specific target customers, allowing organizations to minimize their advertising expenses and thus, increasing their overall utility. However, it targets those products that are sold in certain regions of a country but not the whole country. If a product is sold in whole country then it comes under national advertising (Brown & Williams, 2002).

2.3.2.3 International Advertising

As mentioned by Doroshenko, Guschina and Chesnokova (2013, p.1206) this kind of advertisement is usually used by the modern technologies because transportation of goods and information is possible. People are curious about the things happening all over the world and to keep them up to date this kind of advertising is appreciated. This is advertisement is of great importance and influential as it promotes new ways of life styles.

However, as stated by Fatt (1967), its target is overseas markets; the product is made known to new cultures. At times the culture may be different or same. Therefore the advertiser has to be careful while choosing the medium of converting and delivering message. To avoid misconception or offending people, a local agency is hired. Nonetheless, it is used in cultures which have same values, perception and understanding.

2.3.3 Medium

In the framework of advertising, it is the mean of communication between customer and vendor. Repeatedly it is composed of print media (magazines, newspapers), broadcast outdoor media (billboards, posters) and media (radio, television) (Barnes, 2007). However, every media of advertiser has different applications and are used according to the requirement. Cost is also an important factor to be considered (Fatt, 1967).

2.3.3.1 Print Advertising

Print advertising covers direct mail, newsletters, newspapers, magazines, flyers or any potable printed element. It is mostly used advertising due to affordable cost even by small businesses and it is permanent i.e. re-readable by customer whenever he/she wants (Henthorne, LaTour&Natarajan, 1993).

Conversely as stated by Fatt (1967), it has limited reach than internet advertising and especially targeting a particular audience because it is not available all the time whereas access of internet is always available whenever required.

2.3.3.2 Broadcast Media

It covers radio, television or internet advertisement and gives the facility to have access anywhere and covers large range of audience(Barnes, 2007).

However, in this kind of advertisement the reader has does not has the option of controlling the pace of message i.e. receiver cannot re-read the message whenever he/she wants (Speck & Elliott, 1997).

2.3.4 Purpose

As stated by Berry (2000), the purpose of advertising shows the aim of advertiser. There are many purposes for advertising some of them are below:

2.3.4.1 Product Advertising

A group of people is targeted to sell the goods or services by showing its qualities, benefits, and advantages. Majority of advertisements come under this category.

2.3.4.2 Non-Product Advertising

This kind of advertising targets the selling of ideas or concepts. Its fundamental purpose is the promotion of mission and values. Its application is brand image enhancement.

2.3.4.3 Commercial Advertising

The objective of this advertisement is to earn profit whereas non-commercial advertising is done for a charitable foundation (Paige, 2003).

2.4 Purpose of Wallscape Advertising

Cannon et al., (2015) mentioned that like other advertisements the objective of wall scape advertising is also draw the attentions of consumer and make them buy it. But it requires the fulfilment of some objectives. Most satisfactory model is AIDA (Attract Attention, Arouse Interest, Stimulate Desire, get Action).

2.4.1 Attract Attention

Advertiser not only makes an advertisement but also creates a new world that is fictional. They make potential customer enter that world and tends to draw the attentions of customer in reality they live. Therefore the advertisement is made in such a way to catch the eye of prospective customer and allowing them to participate in the message.

2.4.2 Arouse Interest

Once an eye catchy advertisement is made it has to hold the focus of customer. It must be motivating so that reader completely reads the advertisement. Usually to hold the interest level, humour is used in advertisement. Representing advertisement in a humorous way broadens the image of brand and makes the reader remember it. But sometimes it can be dangerous when people have different sense of humour.

2.4.3 Stimulate Desire

After making reader reading the advertisement, the aim of advertisement becomes to energize the desire of reader to buy the product. It is high time to influence the customer to take a positive decision and maintain positive attitude towards the brand name.

2.4.4 Get Action

This shows that consumer is persuaded to believe in the qualities of product and its benefits to such an extent that agrees to buy that. However, according to Petit *et.al.*, (2011, p.42), AIDA principle lacks the satisfaction and confidence of the consumer that must be added. One more model called TRIEA scale must also be taken into account that focus on the breakage of decision

making power into certain components. TRIEA refers to Thought, Interest (want), Risk (evaluation), Engagement and finally Action.

2.5 Wall Scape Advertising as Communication Process

Keller (2009) described wall scape as one way communication between advertiser and customer; both has same framework. However, wall scape advertising has some specifics that discriminate it form face to face communication.

2.5.1 Participants

Many people are involved at both ends; sender that is an advertiser (perhaps a group of people) and a receiver (group of people). The sender is a thought instead of a person; because it is group of people that has created and initiated the advertising text.

2.5.2 Message

It is the main communication between both ends. It is clearly stated and has clear purpose therefore the content of message is designed carefully before encoding it on the wall. It is prepared keeping in mind the range of audience and their culture. The message is so attractive that the customer approaches it. As opposed by Moriarty (2014) , it is one way communication that does not let customer to participate in it that ultimately increases the communication gap. In this way, the purpose of wall scape advertising seemed to be killed a little bit.

2.6 Standard Components of Wall Scape Advertising

Thornton (2009) evaluated it as wall scape advertising is the combination of visual and verbal fundamentals: headline, body copy, signature line, standing details as explained below.

2.6.1 Headline

Mostly the attention drawing part is headline. The reader does not approach to the body if the headline is not catchy. Hence, headline is the most crucial part of the wall scape advertisement. The words in the leading position are said to be headline. It not only attracts the attentions of reader but also persuade to follow the advertisement. It has various kinds Benefit headlines, News/Information headlines, Provocative headlines, Question headlines, Command headlines and their use depends on the application.

2.6.2 Body Copy

It is the main theme of advertisement. Its font is smaller and usually has different colour. It describes the details of product; sometimes it is not present.

2.6.3 Signature Line

It is composed of brand name, price tag, trademark, slogan or picture. It is also very crucial because it describes the advertiser. It makes the advertiser different from other advertisers as the market is full of competitive advertisers. It is highlighted so that consumer does not get confuse about the brand (Lazar, 2006).

2.6.4 Standing Details

It is small printed information of brand such as the address of firm or email address to get further information.

2.7 Concept of Brand Awareness

In order to influence the behaviour of consumers, towards purchase of goods that are having low involvement, the basic aim of marketing is to focus on one of the most important determinant of brand that is branding which will enable the consumer to easily search for products of their choice. The continuous exposure of consumer regarding different advertisements, adds an advantage towards the remembrance of brand in consumers mind; the combination of variety of products and services, so that he can easily make decisions regarding purchases Macdonald and Sharp (2003).

One added advantage of the brand regarding awareness of the brand is that it is an influential factor when consumer wants to purchase a product or service, as because of this the perceptions of the brand with its features and offerings are clear in the minds of consumers. A research was conducted by Keller (2003, p.596) analysis, the impact of brand awareness on the selections of consumers, the results of his study showed that problem solving process is dependent on the consumers choice, under the marketing theory of consumer behaviour, as determined by the economical and marketing literature review. In order to communicate with the customers, brand awareness is one of the important factors. The promotion activities are highly affected when customer's information regarding the brand is weak (Pappu, Quester and Cooksey, 2005, p. 145).

Customers will prefer those products for which they are already aware of, on the basis of its previous information about how the brand works. Also, when the customer is aware of the brands already existing in the market, he/she initiates a bond with those brands, particularly those that share the values similar to consumers. A brand cannot be developed in the market unless and until consumers are having knowledge regarding it. A research was conducted on awareness of the brand showing its affect, that if the brand awareness already exists in the market it will boost up the performance of the respective brand. Wang and Yang (2010, p. 179), the reason behind this is, that increased awareness is a basis to attract more customers and thus develops an opportunity for brand owners to have customers with diversified database.

The brand awareness can be identified as part of customer's memory and its strength lies under the concept that how strongly the customers recognize the brands in different situations and contexts. The brand awareness is in form of nodes through which customer is able to identify a brand in accordance with a study conducted by Kayaman and Arsali (2007, p. 94).

The two different components of brand awareness include; brand recognition and recall performance. Brand recall concept lies under the definition that, when a consumers identifies the brand on the basis of already existing information in his memory, when he is provided with little information. However, under the brand recognition concept, when a customer's recognize a particular brand when a lot of choices are already available in front of the consumers, on the basis of past experience a consumer has for the brand (Yasin, Nasser and Mohammad, 2007, p. 40).

The disadvantage offered by brand awareness are comparatively less than the advantages offered by it. The promotion activities are highly affected when customer's information regarding the brand is weak. The very first disadvantage offered by brand awareness is that it

limits the acknowledgment and gratitude of a specific product to a particular zone only instead of spreading it to wide range of customer (Homburg, Klarmann & Schmitt, 2010, p. 201).

According to Homburg, Klarmann and Schmitt (2010, p. 201), the second disadvantage offered by brand awareness is in case the customer gets fail in contacting the respective brand, it will switch its decision and choice of preference. Not only this, choice and decisions are affected by the experiences of friends, family, relatives and community. For example, if a product experience bad activity or occurrence, it will get associated to that particular brand for a long time. Then the brand is forced to build new reputation and identity to make place in market and capture its customers. Thus it is necessary to maintain a balance brand awareness.

2.8 Factors Determining Brand Awareness

One important factor that affects the consumer behaviour is brand awareness when a discussion is made regarding low involvement products. As supported by a study, that the highest dominating factor for brand awareness in purchasing decisions made by consumers. An important role is being played by the brand name in recognition and consumers buying behaviour. In order to make a customer recall and recognise a product, two major responsibilities originate, firstly; characteristics regarding an item should be linked, secondly; to increase the identity of brand name.

A variety of factors affects the performance of the brand with respect to brand awareness. They include; awareness through song or jingle, slogan, symbol, publicity, event sponsorships, staying simple and innovative, recalling and repetition, recall bonus, using packages, brand extensions and hallmarks (Kapoor, 2004).

2.8.1 Symbol

Brand awareness can be created using different symbols or logos in order to attract the customers, which may significantly affect the visual element of customer and creates a positive perception in consumer's mind. The strategy used in mobile marketing's to represent the apps logos/symbols has been successful in attracting the customers. For instance, apps such as Facebook, twitter, etc. are represented via symbols and icons, which can be easily recognized by the users (Harquail, 2007). One way to represent brands is by using icons, or by using physical symbol as observed in Coca-Cola brand strategy. The Coca-Cola's strategy in the designing of icons, its styling is gaining much access to customer's attention.

2.8.2 Jingle or Slogan

An easier way to communicate with the consumer using jingle or slogan, through which consumer's attention can be gained and pleasant jingle may create a positive impact in the minds of consumers. Similarly, a slogan creates a visual impact on the minds of the consumers. Slogan as a medium of advertising can be found a successful strategy to signify the uniqueness of the brand in the minds of consumers. According to Olivera(2001, p.1219), a brand can be recalled and remembered through the usage of slogan as a jingle, and can be done through advertising (Olivera, 2001, p.1291).

2.8.3 Publicity

Publicity can be a useful medium through advertising of the brand. Multiple media sources can be used for advertising as through websites, social media, magazines, websites, newspapers, etc.. Research has shown that if the publications of slogans are done in magazines,

brand value increases and the customer's knowledge regarding the brand can be improved (Kohli and Leuthesser, 2007).

2.8.4 Event Sponsorships

In order to approach a diverse group of consumers, one way is create brand awareness is through event sponsorship. In this way it will be easier to communicate with the consumers. Different firms use this strategy to create knowledge regarding their brands. One example of event sponsorship is through the sponsorship of sports events with a meaningful cause. As collection of money for charity purposes, conduct various matches and sponsors in this way attract their customers.

Another example is of Huawei which created its awareness in the UK market, where initially it had a market share of around 0.9%. The company signed a contract regarding sponsorship and also launched a football tournament where its employees participated. This strategy appeared successful for increasing the market share for Huawei, also, the brand awareness was also improved (Wang & Hong, 2012).

2.8.5 Innovation

One way to create awareness is by using the simple but innovative branding techniques and to target the consumers by using easily remembered slogans/icons, so it is easier to memorize and remember the brand. One effective way is to differentiate one brand from its competitors with attractive colours and simple logos, so it will help in brand recognition. An example of Google can be considered, which uses its simple search strategy, whenever

consumers want to search anything regarding academics, entertainment etc., he/she simply use the chrome browser and gain access to the information accessible worldwide.

Using the search engine of Google. Same goes for Yahoo and Gmail, whenever, consumers want to email someone they simply login to their Gmail and yahoo ID and fulfil their purpose. The Gmail, email sending strategy, appears easy to use and is successful in grabbing the attention of consumers, but if it appears difficult, chances are that the consumer shifts to another brand.

2.8.6 Recalling and Repetition

Successful firms are aware that they should create awareness of the brands in order to increase market share and sell their products. The brand managers should be smart enough to develop such strategies that enhance the power of the consumer to remember the products. One successful way is to create awareness by using the recall strategy through recalling because its human nature that he/she may forget about a brand or its features, if not exposed to its information. An easier way to make customer recall a product is through television advertising. (Clark et al; 2009, p.207).

Brand recall can be further classified into two types; one is aided brand recall and the other is unaided. The aided recall is based on the concept, that how successfully a consumer recalls a brand, whenever its brand name is brought under discussion. However, the unaided recall is of more importance, as it increases the market share opportunity for different firms, regarding a particular brand and is the ability of the consumer to remember a brand without previous discussion, which shows that it is positively influencing the consumers mind as he/she is able to recall it without previous discussion.

2.8.7 Recall Bonus

When a brand is continuously recalled through advertisement, the consumers mind memorizes it and creates an advantage of recall bones. One important benefit of recalling is that it helps in generating new customers. Brand managers are now focusing on the aided and unaided recall strategies to increase competitive advantage in the market.

2.8.8 Hallmarks

Some firms design hallmarks to influence brand awareness. A hall mark in comparative to symbol is somewhat big in size and a firm can have more than one hallmark to make the consumers identify its brand (Lebar et al., 2005, p. 414). Hallmarks can be represented through six different groups as follows;

- By usage of colourful hallmarks, user's attention can be grabbed, for examples; colourful boxes are used to focus on the camera boxes.
- Design; bottle designs for instance as used by Coca-Cola and Sun silk Shampoos.
- Fragrance as for different perfume brands.
- Word Brand; an example of packaged chips brand named as Lays.
- Sound; as used for different brands to create an audible recall. Example is of walls and Igloo ice-creams audible.
- Pattern as in form of box or rectangle or square. E.g. is Burberry.

2.9 Impact of Wallscape Advertising on Brand Awareness

In this era of advancements, number of brands is rising in the market, and all of these are using advertising as a source of its promotion and to create brand awareness. An important strategy to create awareness through advertising is using its type; wallscape advertising. Wallscape advertising increases visual impact of the brand and makes it easier to be remembered as part of consumer's memory. Marketers increase the brand awareness using the wallscape marketing by either painting the advertisements or attaching the advertisements to the exterior sides of building as being observed in many spectacular landmark destinations.

Different wallscales are designed and displayed in the major town or cities targeting its consumers and are designed for long-term usage. Some characteristics of wallscape marketing can be helpful in order to catch consumer's attention, as; using huge sized, advertising structures, as part of vehicles advertisement and pedestrians, they should be visible from a certain distance and on the routes of tourists, should be creative enough to catch human eye with maximum attention with its influencing colour themes and they should be customized with its styling, sizes and shape modification. The impact generated by wallscape advertising in relation to creation of brand awareness can be considered as cognitive.

2.8 Concept of Wallscape Advertising and brand awareness and its comparison to past researches

Evidence shows that previous literature was more focused towards the concept that industrial advertising objectives of firms should enclose promotional objectives in order to built effective strategies of marketing. It was considered that sales person plays an important role in as an important element of communication in the BTB marketing as a personal mode of communication along with the non-personal modes of communication as advertising, catalogs,

internet, magazines etc. (Agnihotri et al. 2016: 173) . Here the emphasize is more towards the indoor element of promotions in creating the awareness of the brand. Previous literature shows that awareness is generated by the element of advertising which is right as the brand awareness increases there is a chance that it will impact the selling of the product/service meeting its organizational objectives. One study identified that the promotional medium is best source of communications with the consumer. However, there is immense use of advertising but it is becoming more of nuisance rather than focusing on its communication medium. Previous researches conducted have specifically worked on the indoor advertising as a medium to increase the brand awareness (Kalotra 2015). There is a need to focus on the outdoor advertising as targeting those who work outside homes can be targeted and using its different mediums as plant, can greatly attract the user and the aim to create brand awareness will be fulfilled. Some researches have shown that outdoor/wallscape advertising is important but have not discussed its nature and in the context of importance of creating brand awareness in advertising.

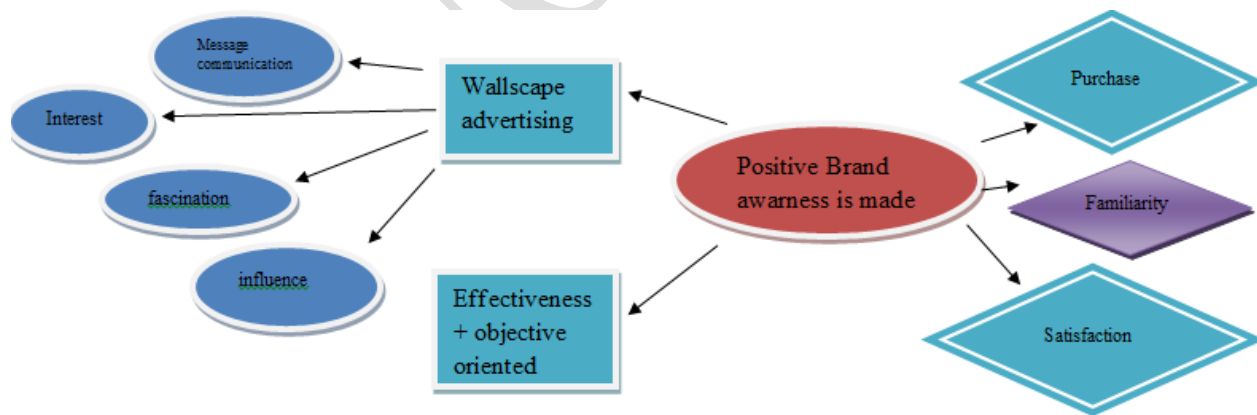
2.10 Wallscape Advertising and Customer Behaviour

There are various factors that affect the behaviour of customer such as personal incentive, socio-economic and cultural contextual, needs attitude and values, gender, personality appearances, age, professional status possessed by the family, society, colleagues or friends. Everyone belongs to different backgrounds and culture therefore has different choice, judgment level and standards. Simultaneously everyone has some common attributes that help in judging the overall the requirements of people. Thus only the deep study of consumer behaviour can help advertiser achieving the targets that is ultimately appreciated in tactical marketing decisions,

particularly in defining the board marketplaces and generating the marketing demand and communication (McDonald & Cranor, 2010).

There is time when the behaviour of consumer is affected by disliking or liking the product through advertisement. Basically, that is an emotional reaction of the consumer which is established in the mind after seeing the advertisement. Thus it can be said that the behaviour of customer totally depends on the way the product is advertised i.e. advertisement even without assessing the quality of product. Thus wall scape advertisement is a good approach to create good image in the mind of consumer. Sometimes a product is over exaggerated emotionally by the advertiser in such a manner that the customer is grabbed to buy the product. Wall scape advertisement attacks on sociological, political, psychological and aesthetic grounds (Barnes, 2007).

2.11 Conceptual Framework



2.12 Chapter Summary

The key factors that affect the purchasing behaviour of customer are brand image and persuasiveness possessed by the advertisement. The image built by the advertiser plays an

important role in the purchasing of a product. A well-executed and creative advertisement has great impact on the purchasing trends. Not only this, but price and quality of product also affected the consumer purchasing behaviour. Advertising has strong influence on changing the social values and buy behaviours; these advertising can also have negative impact which may not be the requirement (Xu, 2006). It is also possible that due to the way advertisement is projected the customer may prefer materialistic thing over more morally and communally focused on alternatives. However the main role of advertising is to project something new and innovative to get long term profits.

Advertising factors such as sales force, price, product features, changing buyer needs, competitive actions, packaging and tasters affects the sales. It not only attracts the new customers but also attracts loyal customers for many years to buy the product. Advertising affects consumer in different ways. It provides information related to problem or demands, give evidences to compare some replacements and come to a final decision. Being a cyclic process, post purchase behaviour of consumer is also affected. Sometimes the consumer is not able to recognize his needs and their solution and wander confused. Advertise helps them identifying the problem and as solution motivate them to buy the product.

Now-a-days the approach of advertising is to change the product i.e. enhancing the features of product. Hence, different sides are shown to the consumer and innovative solutions are provided in which it can solve their problem. It also involves the solution to those problems that has not incurred by the consumer because technology itself creates demand. Further information on the product is encoded to make consumer comfortable with the product (Phelpset. al., 2004).

CHAPTER THREE: METHODOLOGY

3.1 Introduction

In order to achieve the main purpose of research study, the methodology adopted for it plays a significant role. This chapter discusses in detail different types of research methods and approaches from which the researcher adopted the ones through which the purpose of study was attained. The chapter includes philosophy of research, research approach, research design, method of data collection, sample size, technique and method, research limitations, accessibility issues and ethical considerations. Each and every approach adopted by the researcher is provided with valid justifications.

3.2 Research Philosophy

As stated by Holden and Lynch (2004, p. 398), the philosophy of research is a belief regarding the phenomenon for which the data is collected, used and analysed. There are various types of philosophies available for the researcher to choose from, through which the aim of the research study can be attained. Following are the types of philosophies; realism, pragmatism, interpretivism, positivism, objectivism, subjectivism, epistemology and several others. Among many research philosophies, there are only three which are used most commonly including positivism, interpretivism and realism.

The main element which makes interpretivism approach different from others is that it involves the interests of researcher into the study which through which the integration between the researchers belief and the actual phenomenon is developed. According to interpretive researchers' reality can be accessed only through the construct of social sciences such as shared

meanings, language and consciousness (Leitch, Hill, et. al, 2009). On the other hand, the philosophy of positivism is based on the foundations of quantifiable observations which lead the researcher towards statistical analysis. The positivist theory entails that actual knowledge is extracted through the experience of humans (Crossan, 2003, p. 47).

For this research in particular, the philosophy of positivism is adopted since it the reasonable approach through which the researcher explore the logical empowerment for the confirmation of data. The statistical and factual data help the researcher in testing the hypothesis of research study regarding the effectiveness of wallscape advertising in perspective of Coca-Cola Company.

3.3 Research Investigation

For any research, the researcher can choose from three different investigation of research including; explanatory research, descriptive research and exploratory research. An explanatory research is adopted in order to identify the nature and extent through which relationship of cause-and-effects is developed. This type of investigation is adopted for the purpose of assessing the impacts of definite changes with respect to various processes and existing norms. Explanatory research is aimed towards the analysis of a specific problem or situation which explains the relationship's pattern that exists between the variables (Study.com, 2016).

On the other hand, the descriptive approach is simply characterised by attempting to determine, identify and describe the 'What' question regarding the existing phenomenon. The particular approach is focused towards shedding light on current problems and issues through the data collection process which allows the researcher to completely describe the situation as compared to other two approaches. Descriptive approach is effective in addressing issues and

topics which are non-quantified and the phenomenon is observed in complete natural environment (Hedstrom, 2004, p. 14). Lastly, the exploratory approach intends to explore the questions of research; however it does not provide conclusive or final results of the phenomenon. It determines the problem's nature and helps in developing a better and clear understanding of issues and problems.

For this study, the researcher adopted the exploratory research investigation since it provides researcher the flexibility and adaptability to mould the direction of research as it progress regarding the effectiveness of wallscape advertising for increasing brand awareness and it also provides a solid ground for future researches.

3.4 Research Approach

In order to fulfil the requirements of research study, the researcher can choose from two different approaches including inductive research approach and deductive research approach. Another name for inductive approach is inductive reasoning which is also commonly known as the bottom up approach, because in this type of approach the researcher initiates the study by different theories and observations and extends the research into further diverse dimensions (Hayes and Sliwa, 2003, p. 92). The approach is aimed towards developing a clear and detailed understanding of phenomenon and the area in which the researcher executed the study.

On the other hand, the deductive research approach is focused towards the development of hypothesis that is grounded on existing theories through which the strategy of research is designed for testing the hypothesis (Thomas, 2006, p. 238). This approach moves the study from a particular perspective towards a more general perspective, since this flow determines that whether the link or relationship is developed or obtained by the circumstances.

The researcher utilised deductive approach for the study since the researcher needs to use the current hypothesis to apply in examination instead of using Inductive hypothesis which requires the analyst to generate new hypothesis and after that apply it in the examination (Stephen Gorard, 2013). There have been as of now various established assumptions by the review concentrate, so the researcher needs to use the interpretation to gauge the current circumstance by utilising deductive methodology.

3.5 Research Design

The design of research is adopted for the purpose of aligning the elements of the study into a particular direction by using different approaches. The design if research incorporates three different types of approaches which includes the quantitative research design, qualitative research design and lastly the mixed method research design. The quantitative research design is referred to as an objective and formal systematic process which is adopted to gather quantifiable information regarding the phenomenon which under consideration. The data obtained through quantitative approach is available in numerical form which is analysed by the researcher using statistical software to test and describe the relationship and also examines the relationship of cause and effect (Dornyei, 2007).

On the other hand, the qualitative research design is referred to as the scientific research which includes an investigation that systematically uses a set of predefined procedures and methods which are used to answer the question related to the phenomenon. The qualitative approach gathers evidence for deriving findings which are beyond the boundaries of immediate research study. The major drawback of qualitative research is that the researcher analyses the results through his or her perspective and understanding of the phenomenon which may create

biasness in the outcomes derived (Bryman, 2006, p. 99). Lastly, the approach of mixed methods includes both the quantitative and qualitative approach through which researcher gathers the data from different approaches and addresses the phenomenon or problem at hand through a wider perspective, which a single approach is unable to cater (Dornyei, 2007).

For this research in particular, the approach of mixed method is adopted by the researcher to analyse the effectiveness of wallscape advertising in creating the awareness for brand. Through this approach researcher gained the ability to execute the study from a broader perspective since the research involves the perceptions of customers of Coca-Cola regarding the wallscape advertising and also the analyses of literature that was established in the past to identify the importance and effectiveness of wallscape advertising.

3.6 Methods for Collecting Data

The objective of any research cannot be achieved without collecting the data since it the key element through which the outcomes of research are obtained. There are many different approaches through which the data can be collected for both quantitative and qualitative researches (Lynch, 2011, p. 1189). However, there are only two methods for data collection including primary data collection method and secondary data collection method. Researchers aiming towards generating new outcomes for the study or to modify the results of previous researches tend to adopt the method of primary data since it provides new data to execute the research.

Data collected through primary method is intended specifically to address the research at hand and this kind of data has not been collected by anyone in the past (Levy & Lemeshow, 2013). The key advantage of primary research is that it allows the researcher to collect accurate

data which is valid enough to address the issues. In contrast, the secondary data is collected through different sources that were related to the variables of the study. This type of data is available and published on different websites in form of articles, journals, academic papers, research papers, magazines and newspapers. However, in order for the research to be valid and reliable only the authentic publishing is used by the researcher to execute the study (Daniel, 2011). The main advantages of secondary data collection are that it consumes less time of researcher and data is available at the time when it is required and in huge amount.

For this research in particular, the researcher adopted both methods of data collection primary and secondary. Primary data for this research was collected by the researcher through survey questionnaire from the customers of Coca-Cola, by whom the required information was collected to derive the results of the study. On the other hand, secondary data was collected from research journals and articles which contain the information regarding the effectiveness of wallscape advertising in creating brand awareness.

3.7 Sampling Method

In order to select the appropriate audience for the purpose of executing the study, the researcher creates a sample which represents the entire population. Sampling is adopted because it is merely impossible to collect data from every individual who lies in the population of Coca-Cola's customers; therefore it is necessary to break down the customers into an appropriate sample. There are two types of sampling methods that are available for executing the research study including probability sampling and non-probability sampling. In light of the study by Verschuren (2003, p. 123), probability sampling is referred to as random sampling in which the respondents for collecting data are chosen randomly which means that each and every individual

in the population is able to provide their responses for research. The method of probability sampling is further divided into various techniques including systematic sampling, stratified sampling, cluster sampling and multi stage sampling. On the other hand, the second method for sampling for a research study is non-probability sampling in which not every individual from the population is given an equal chance. In non-probability sampling the researcher choose the individuals on the basis of convenience in approaching the respondents (Crossan, 2003, p. 47). There are several techniques of non-probability sampling which includes expert sampling, modal instance sampling, quota sampling, convenience sampling and snowball sampling.

Among the various researches sampling method, the researcher used simple random sampling method since it allows the researcher to provide all participants a chance to be participating as well as the selection method were free from any special racial or gender selection criteria. Therefore, simple random sampling is most suitable for the research. The sample size for this research is 80, which is enough to represent the population in a specified area where the research was conducted.

3.8 Research Instrument

The researcher, for accomplishing the purpose of this research adopted survey questionnaires for reaching the audience of study. For collecting quantitative data, the researcher devised a survey questionnaire using the five point Likert scale to record the responses of customers of Coca-Cola regarding effectiveness of wallscape advertising for creating brand awareness.

3.9 Data Analysis

For analysing the data, researcher adopted the test of correlation and regression in order to check the relationship between the variables which are selected for executing the study. These tests are applied on the quantitative data which is gathered through survey questionnaire (Leitch, Hill, et. al, 2009). The test of correlation is applied to check the relationship that exists among the variable whereas regression analysis checks the degree of impact between the variables. On the other hand, for qualitative analysis, the researcher analysed the literature through content analysis regarding the use of wallscape advertising in creating brand awareness among the customers.

3.10 Ethical Considerations

In order to depict that the research study was ethically conducted, the researcher has included the part of ethical considerations. The purpose of incorporating ethical considerations in research is that it ensures that the study is conducted according to the standards and has acknowledged the work of previous researchers. As the research has adopted a mixed method approach therefore it was necessary to get the consent of customer who consumes Coca-Cola. The customers were given consent form to provide their permission for collecting data for research. All the customers were assured that the data they provided is used only for research purposes and that their personal information is kept confidential, unless it poses a threat to the respondents' security.

The researcher has provided authority to customers in case they want to withdraw from the study anytime. Secondly, the researcher assured that the research is executed without stealing or manipulating the data from previous researches. The results and outcomes generated for this research are purely derived from the data that is collected from customers. However, the

secondary data that has been adopted or collected from previous researches is properly cited in the research. In-text citations and full references are given in the study to make sure that the research is not plagiarised.

3.11 Research Limitations

In the process of conducting a research there are many hurdles that a researcher faces. These complications distort the findings of research study which ultimately leads to biased results. For this research the main limitation was related to the timing that was allotted for conducting the research. As the researcher has adopted mixed method approach which needs a lot of time for gathering data. In a limited time the researcher has to collect, analyse and interpret the data. Second limitation was regarding scope of study, as the researcher has selected a specific country and a specific sector or company to derive the outcomes. The findings of this research may not apply to all the organisations worldwide.

3.12 Accessibility Issues

The main issue regarding the accessibility faced by the researcher was towards approaching the customers from whom the responses for which were to be collected regarding the wallscape advertising of Coca-Cola. As the researcher adopted random sampling method, it restricted the use of convenience sampling in which the researcher chooses the customers according to the facilitation. The survey was distributed through internet among the customers of Coca-Cola for analysing the effectiveness of wallscape advertising in creating the awareness of the brand.

CHAPTER FOUR: RESULTS AND DISCUSSION

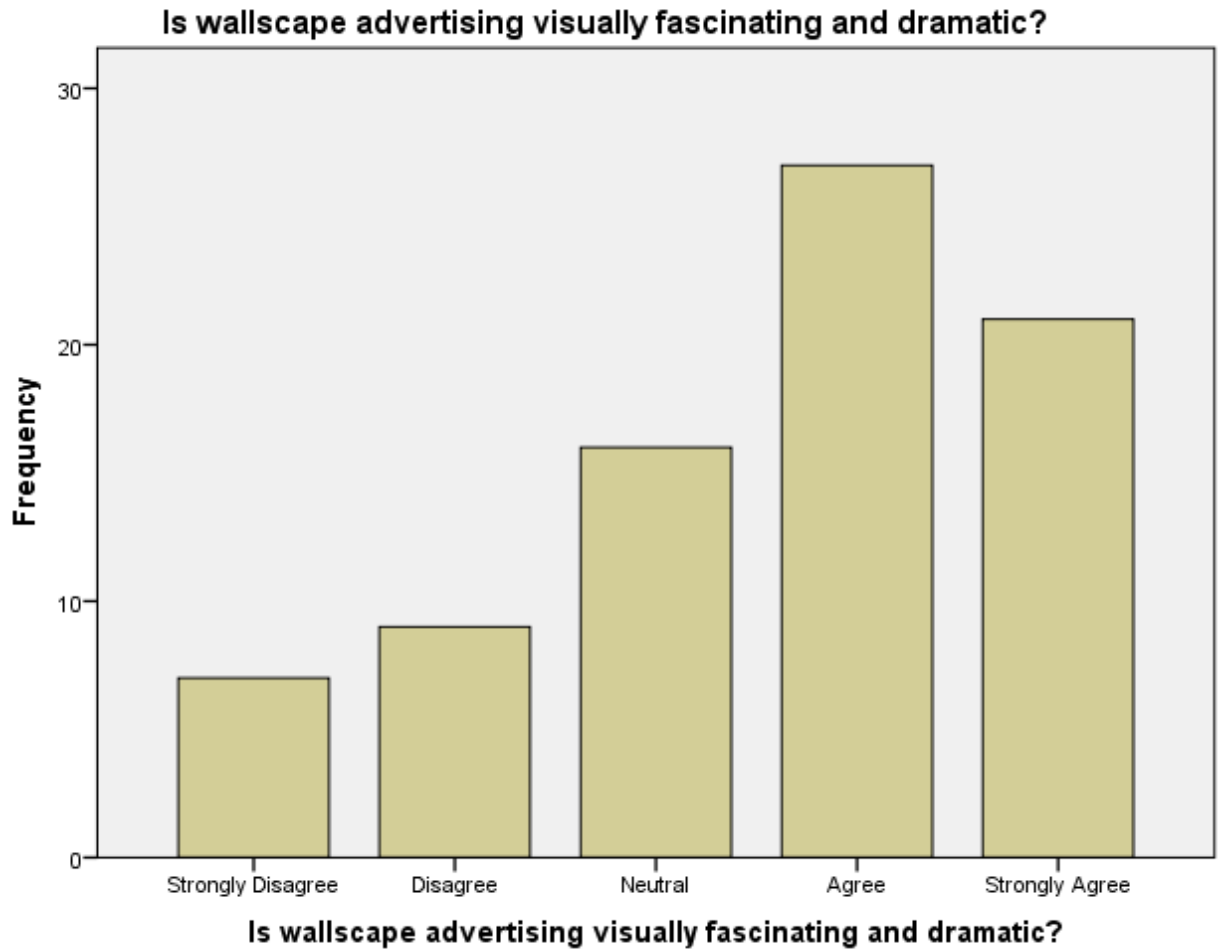
4.1 Introduction

This chapter presents the results and analysis of primary research undertaken during the course of research. As explained in previous chapter the primary research of this study is based quantitative design and is aimed to add empirical evidence to existing literature. The chapter begins with presenting frequency analysis of the quantitative data collected through survey questionnaires. The results are presented using graphs and associated interpretations of graph and their implications. The chapter then continues to present result of statistical analyses conducted to analyse the primary data. The statistical analyses begin with regression analyses and present critical discussion of correlation between wallscape advertising and brand awareness identifying strength and limitations of the correlation analysis in studying the relationship between the two variables. The chapter then continues to present results of regression analyses in order to overcome weaknesses in correlation analysis and to conduct in-depth analysis the relationship between wallscape advertising and brand awareness. Finally the chapter presents a discussion that shows how aims and objectives of this research presented in chapter have been achieved.

4.2 Results of Questionnaire Survey

The questionnaire asked consumers whether wallscape advertising is visually fascinating and dramatic. The questionnaire results indicate that around 8.8% of participants strongly disagreed, around 11.3% of participants disagreed, around 20.0% of participants neither agreed

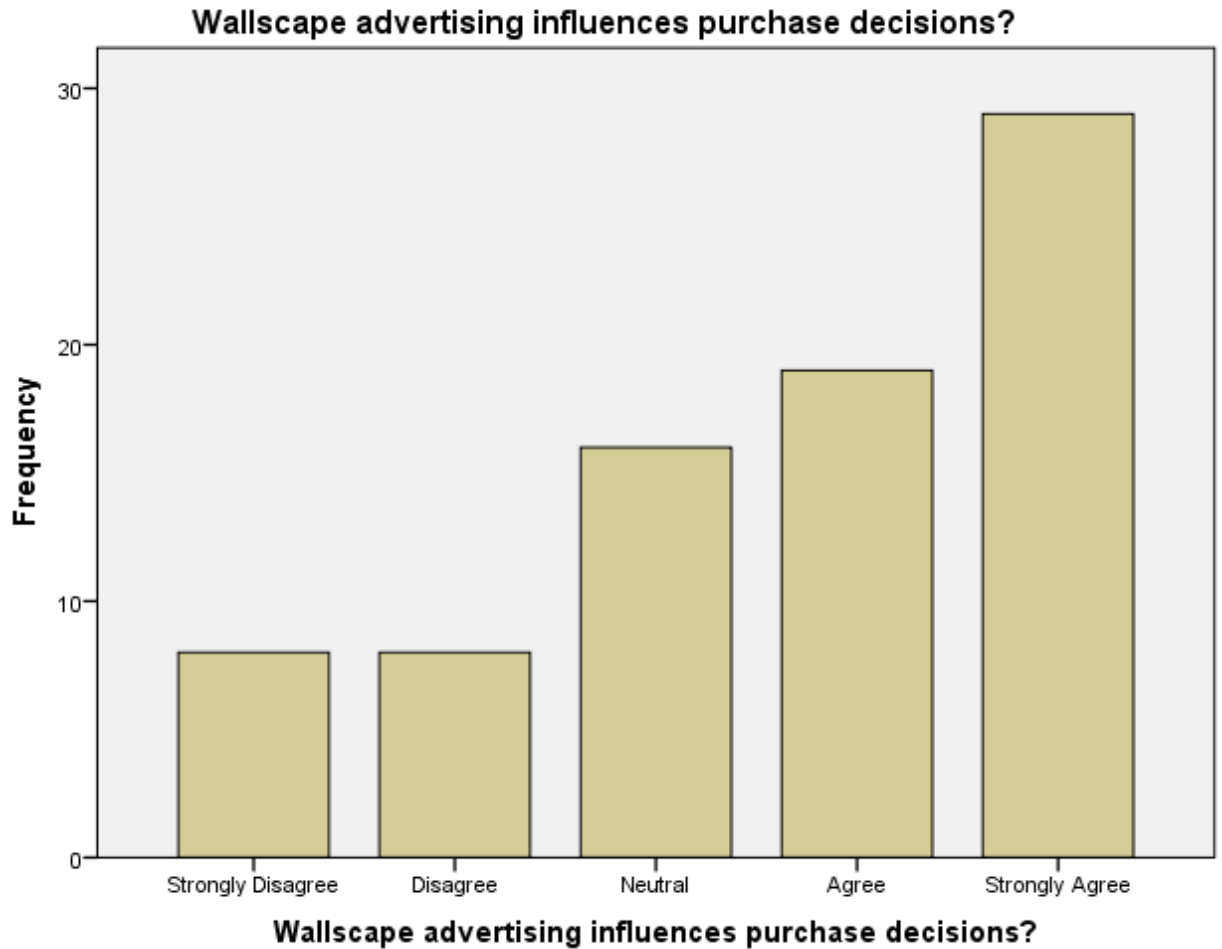
nor disagreed, around 33.8% of participants agreed, and around 26.3% of participants strongly agreed (see graph below).



This result imply that wallscape advertising is noticed by consumers and thus it can be used as an effective medium to increase brand awareness, however, it is important to note that marketers need to carefully design the advertisement to have desirable impact on perception of customers. Similar findings were reported by McDonald & Cranor, 2010).

One of the questions in survey inquired consumers if wallscape advertising influences purchase decisions? The questionnaire results indicate that around 10.0% of participants strongly disagreed, around 10.0% of participants disagreed, around 20.0% of participants neither agreed

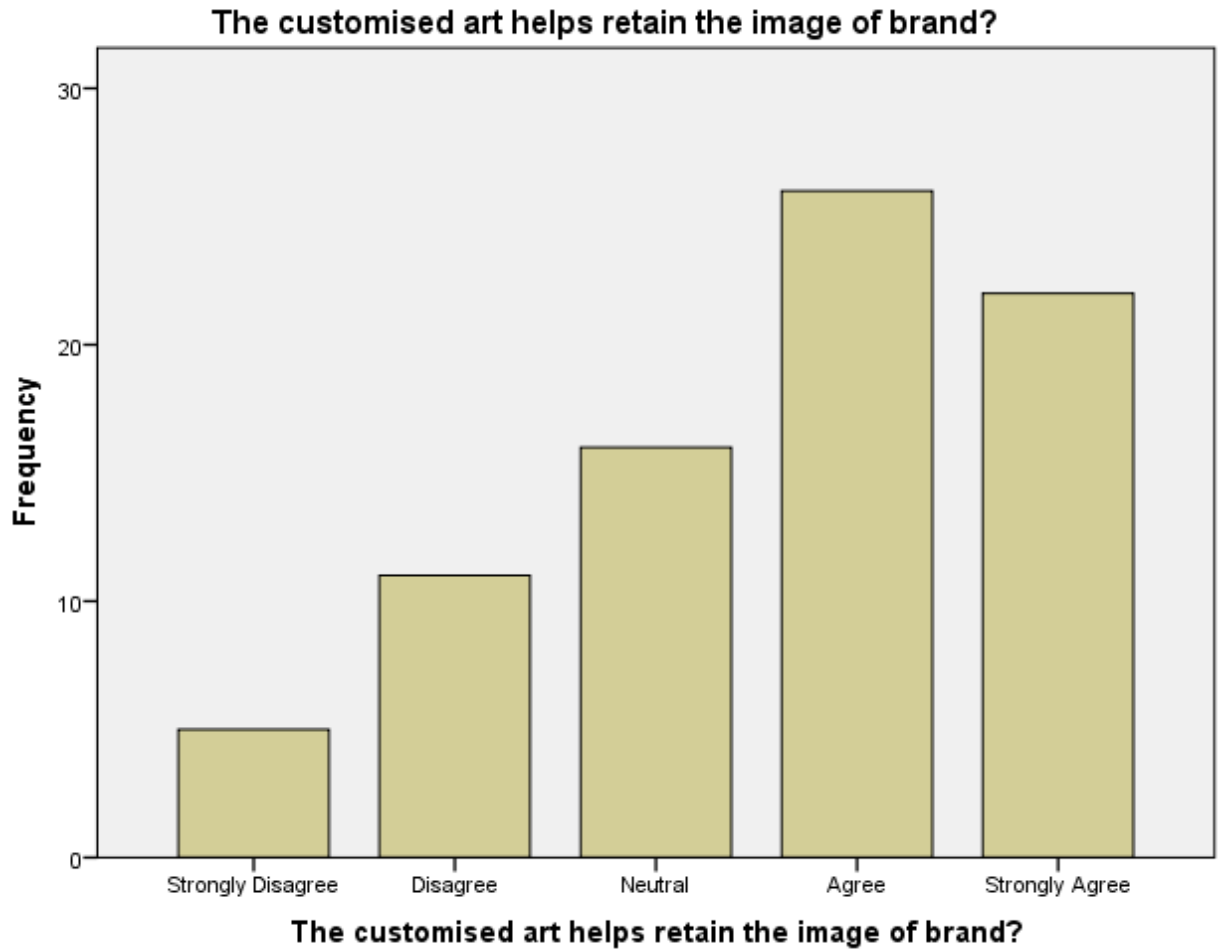
nor disagreed, around 23.8% of participants agreed, and around 36.3% of participants strongly agreed (see graph below).



This result imply that wallscape advertisement tempt consumers to make purchase decision in accordance with the message, thus if customers like what they see then they may make purchase otherwise they will not. The results match with the findings of Kalotra (2015).

The questionnaire asked consumers whether customised art helps retaining the image of brand. The questionnaire results indicate that around 6.3% of participants strongly disagreed, around 13.8% of participants disagreed, around 20.0% of participants neither agreed nor

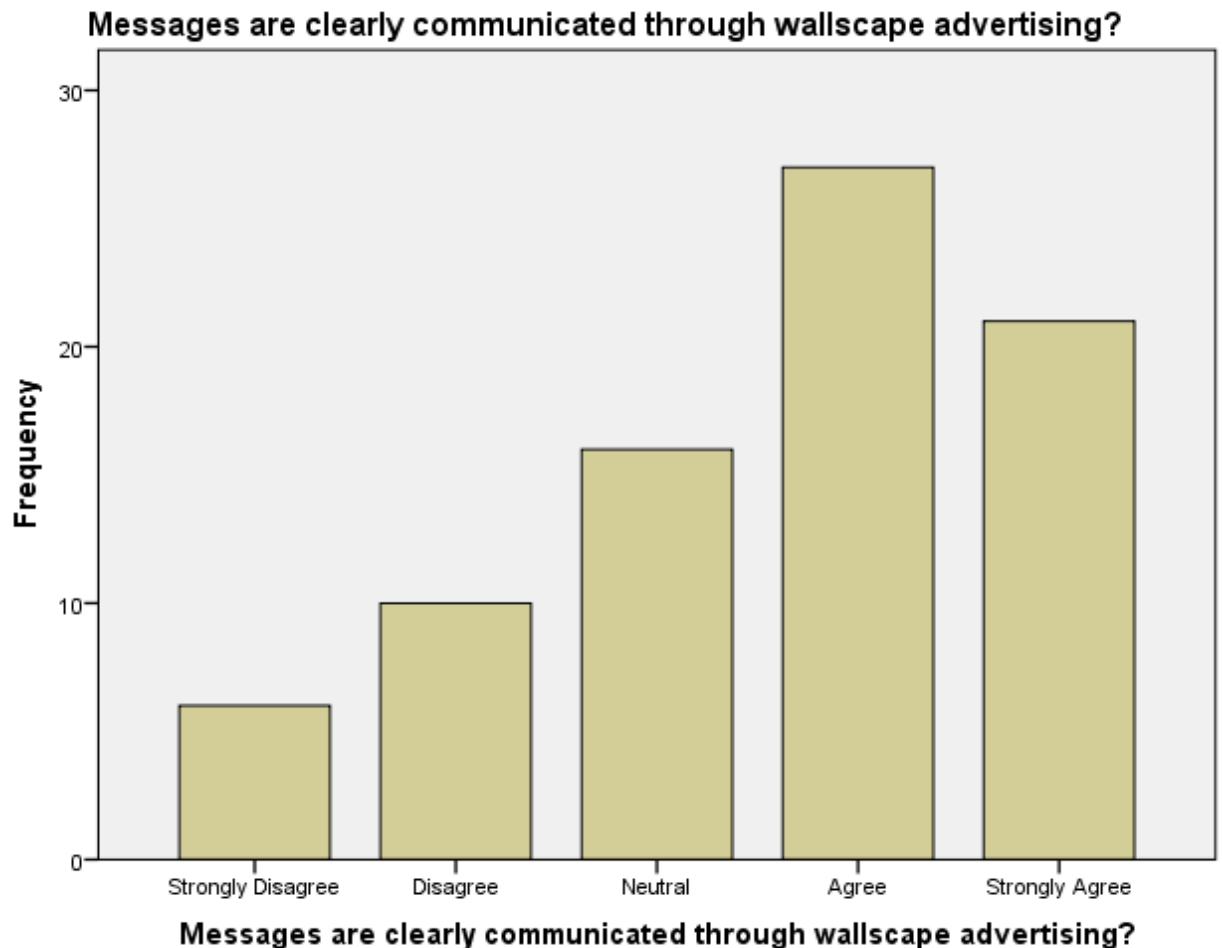
disagreed, around 32.5% of participants agreed, and around 27.5% of participants strongly agreed (see graph below).



This result implies that customised art has a significant role in developing wallscape advertisement and brand awareness is affected by this element. Similar findings were reported by Agnihotri et al. (2016)

One of the questions in survey inquired consumers if messages are clearly communicated through wallscape advertising? The questionnaire results indicate that around 7.5% of participants strongly disagreed, around 12.5% of participants disagreed, around 20.0% of

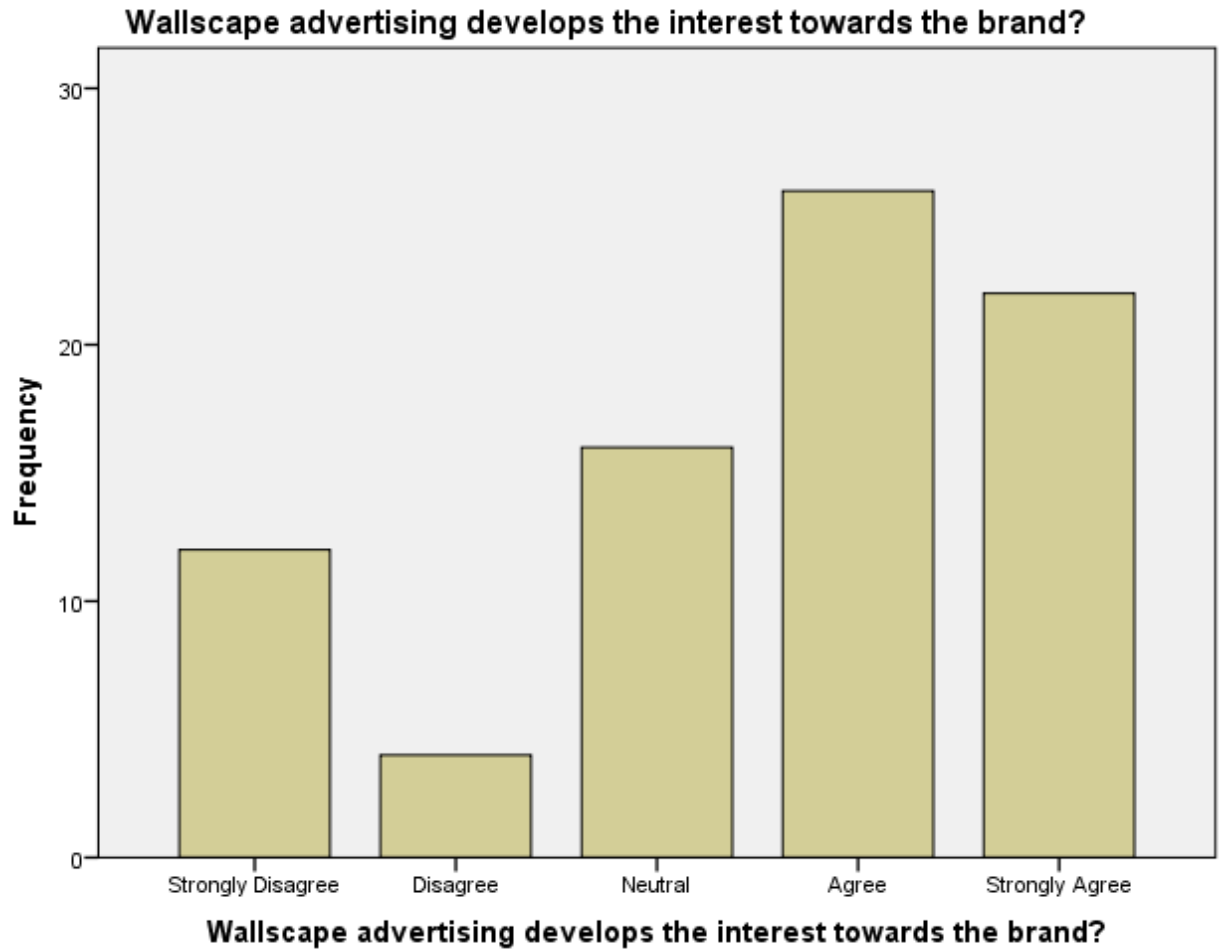
participants neither agreed nor disagreed, around 33.8% of participants agreed, and around 26.3% of participants strongly agreed (see graph below).



This result imply that majority of the customers are well aware of the purpose if wallscape advertisements and thus wallscape can be used as an effective advertising strategy. The results match with the findings of Wang & Hong, (2012).

The questionnaire asked consumers whether wallscape advertising develops the interest towards the brand or not. The questionnaire results indicate that around 15.0% of participants strongly disagreed, around 5.0% of participants disagreed, around 20.0% of participants neither

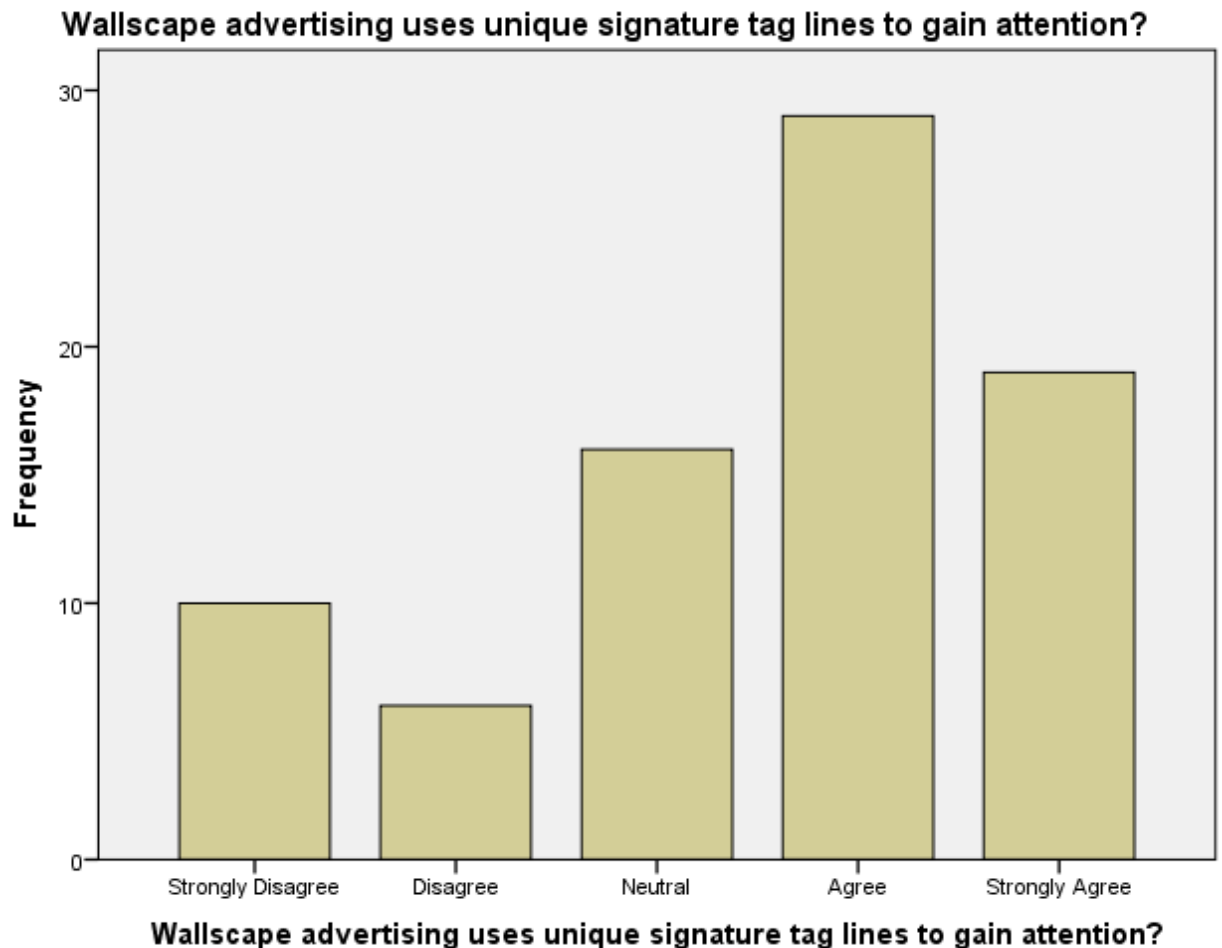
agreed nor disagreed, around 32.5% of participants agreed, and around 27.5% of participants strongly agreed (see graph below).



This result imply that wallscape advertisement intrigue customer perception and are able to attract the interest of consumers towards the brand and it product. Thus wallscape advertisement can be effective in attracting new consumers. Similar findings were reported by Homburg, Klarmann & Schmitt, (2010)

One of the questions in survey inquired consumers if wallscape advertising uses unique signature tag lines to gain attention? The questionnaire results indicate that around 12.5% of participants strongly disagreed, around 7.5% of participants disagreed, around 20.0% of

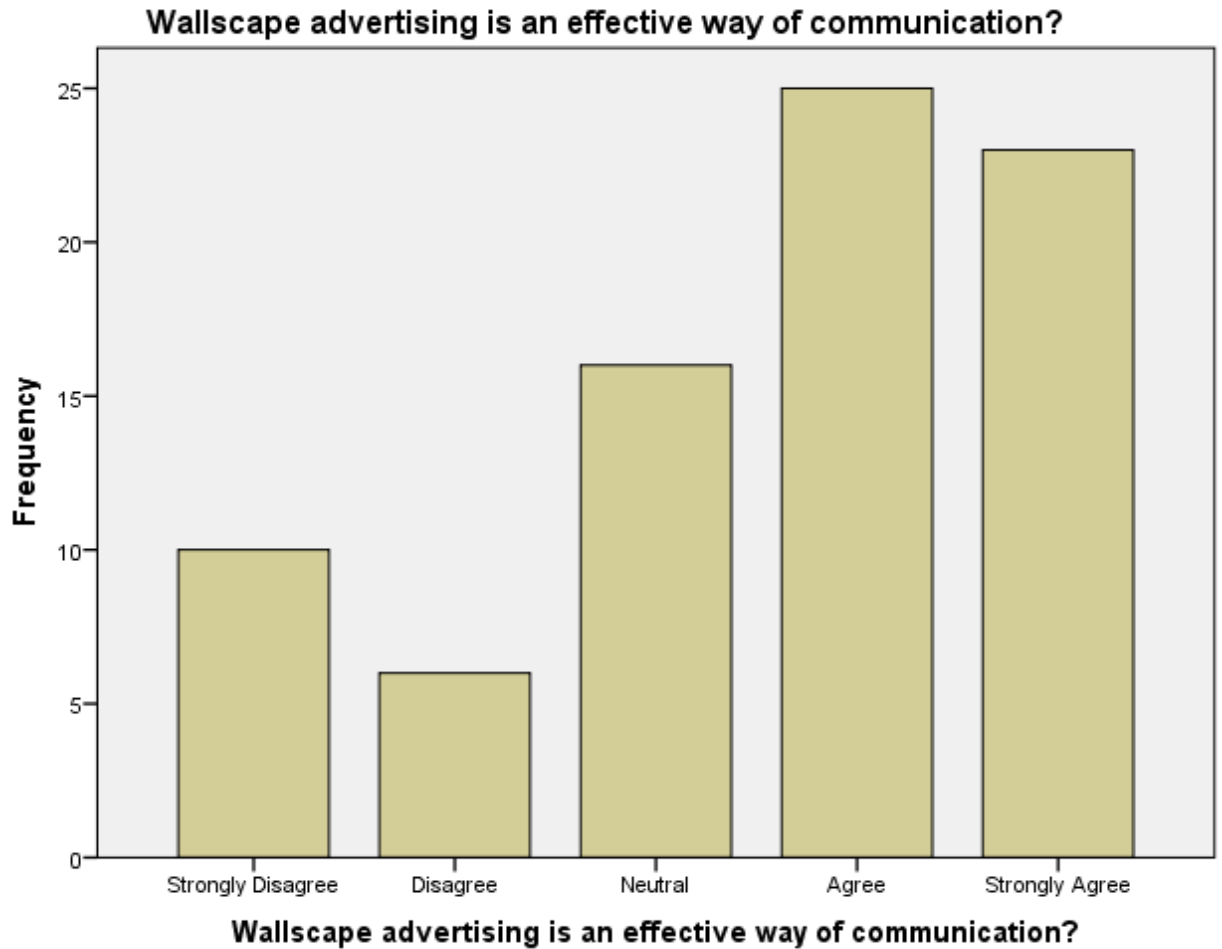
participants neither agreed nor disagreed, around 36.3% of participants agreed, and around 23.8% of participants strongly agreed (see graph below).



This result implies that unique signature tag line is an important element of wallscape advertisements. Marketers need to ensure that they carefully design tag lines to catch the interest of target audience. The results match with the findings of Wang and Yang (2010).

The questionnaire asked consumers whether wallscape advertising is an effective way of communication? The questionnaire results indicate that around 12.5% of participants strongly disagreed, around 7.5% of participants disagreed, around 20.0% of participants neither agreed

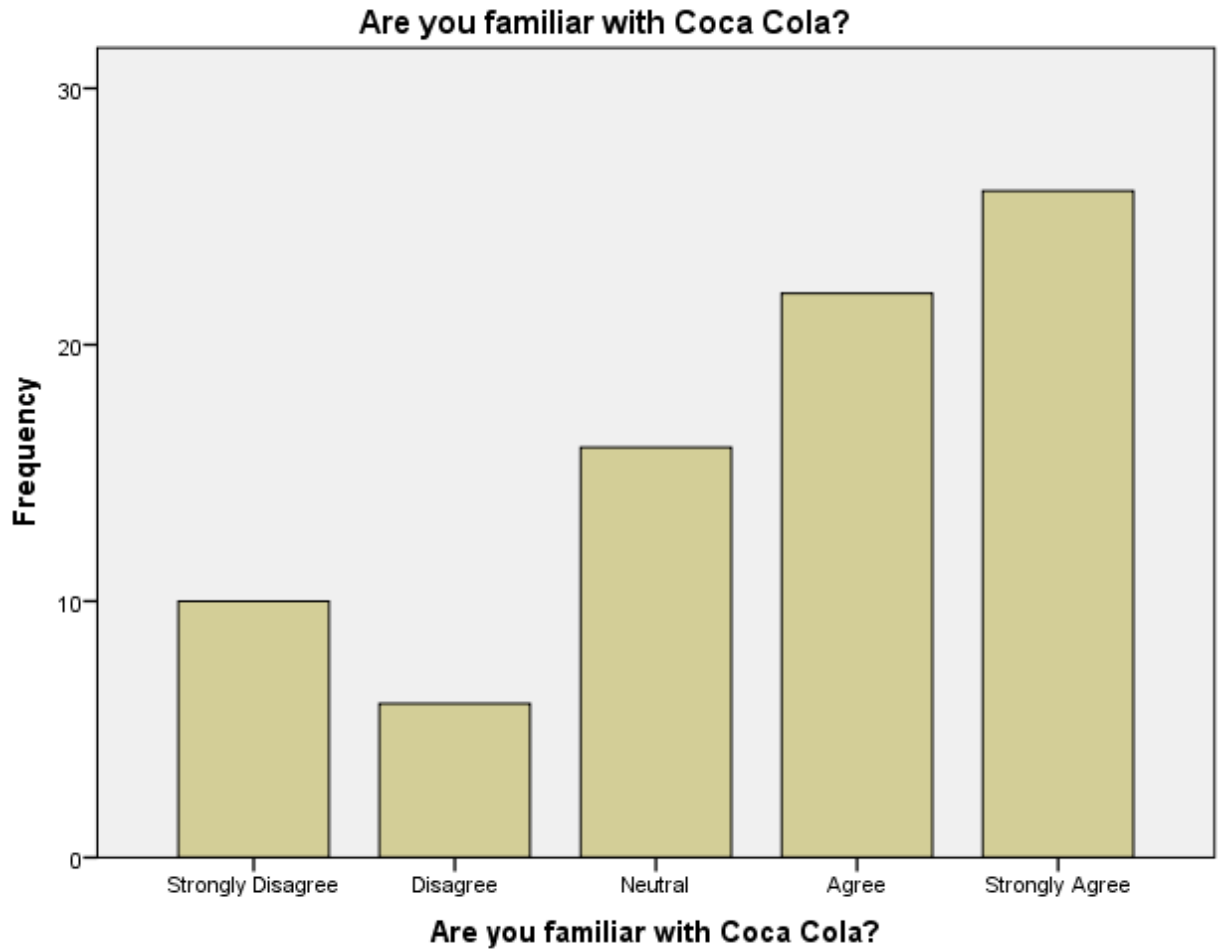
nor disagreed, around 31.3% of participants agreed, and around 28.8% of participants strongly agreed (see graph below).



This result implies that there is significant level of awareness among consumers regarding wallscape advertising as a medium of communication between business and consumers. Thus when consumers see a wallscape advertisement, they consider it a message from business. Similar findings were reported by Moriarty (2014)

One of the questions in survey inquired consumers if they were familiar with Coca-Cola? The questionnaire results indicate that around 12.5% of participants strongly disagreed, around 7.5% of participants disagreed, around 20.0% of participants neither agreed nor disagreed,

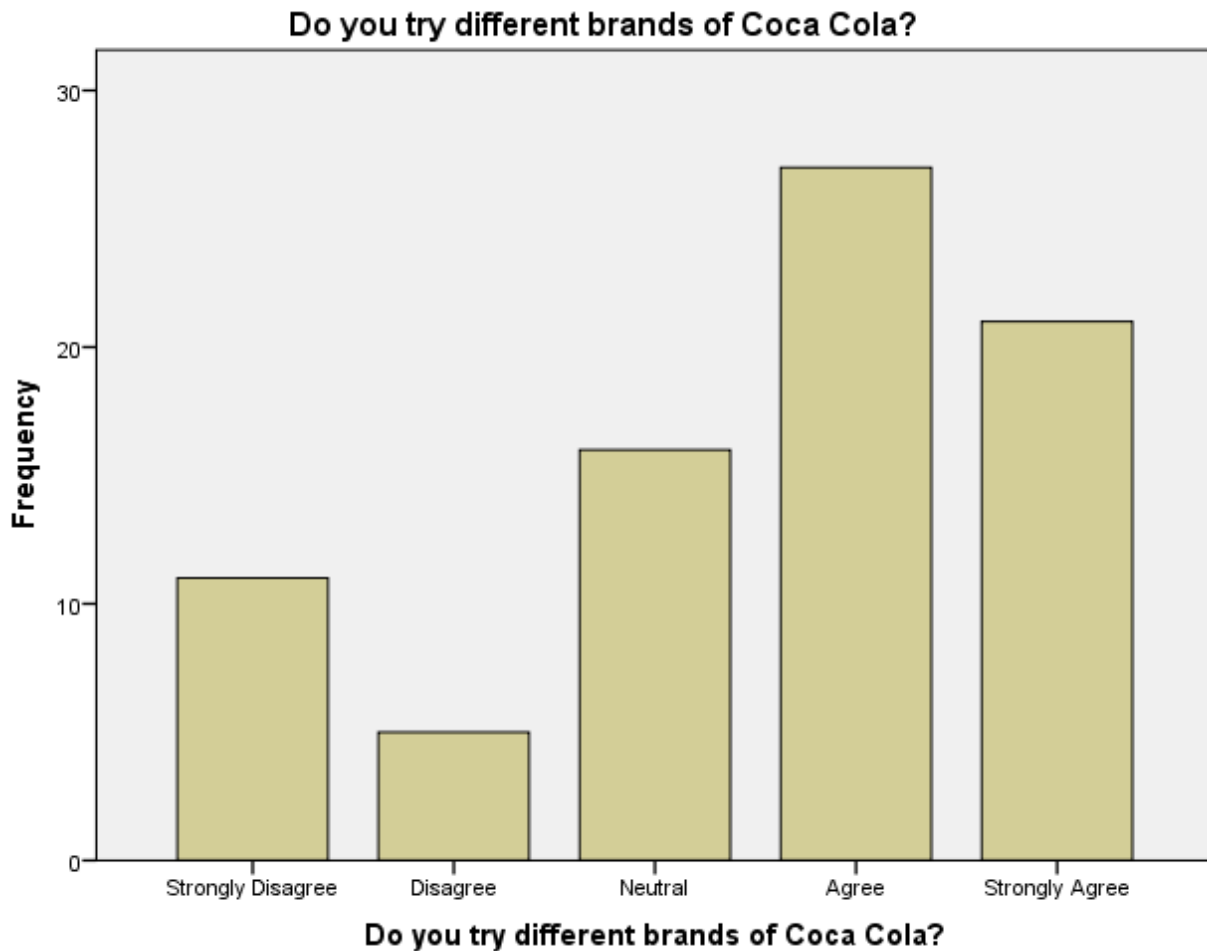
around 27.5% of participants agreed, and around 32.5% of participants strongly agreed (see graph below).



This result implies that majority of the consumers are well aware of the brand and products of Coca-Cola, however, surprisingly there is small number of customers that indicated that they are not aware of Coca-Cola. The results match with the findings of Petit *et.al.*, (2011).

The questionnaire asked consumers whether they try different brands of Coca-Cola? The questionnaire results indicate that around 13.8% of participants strongly disagreed, around 6.3% of participants disagreed, around 20.0% of participants neither agreed nor disagreed, around

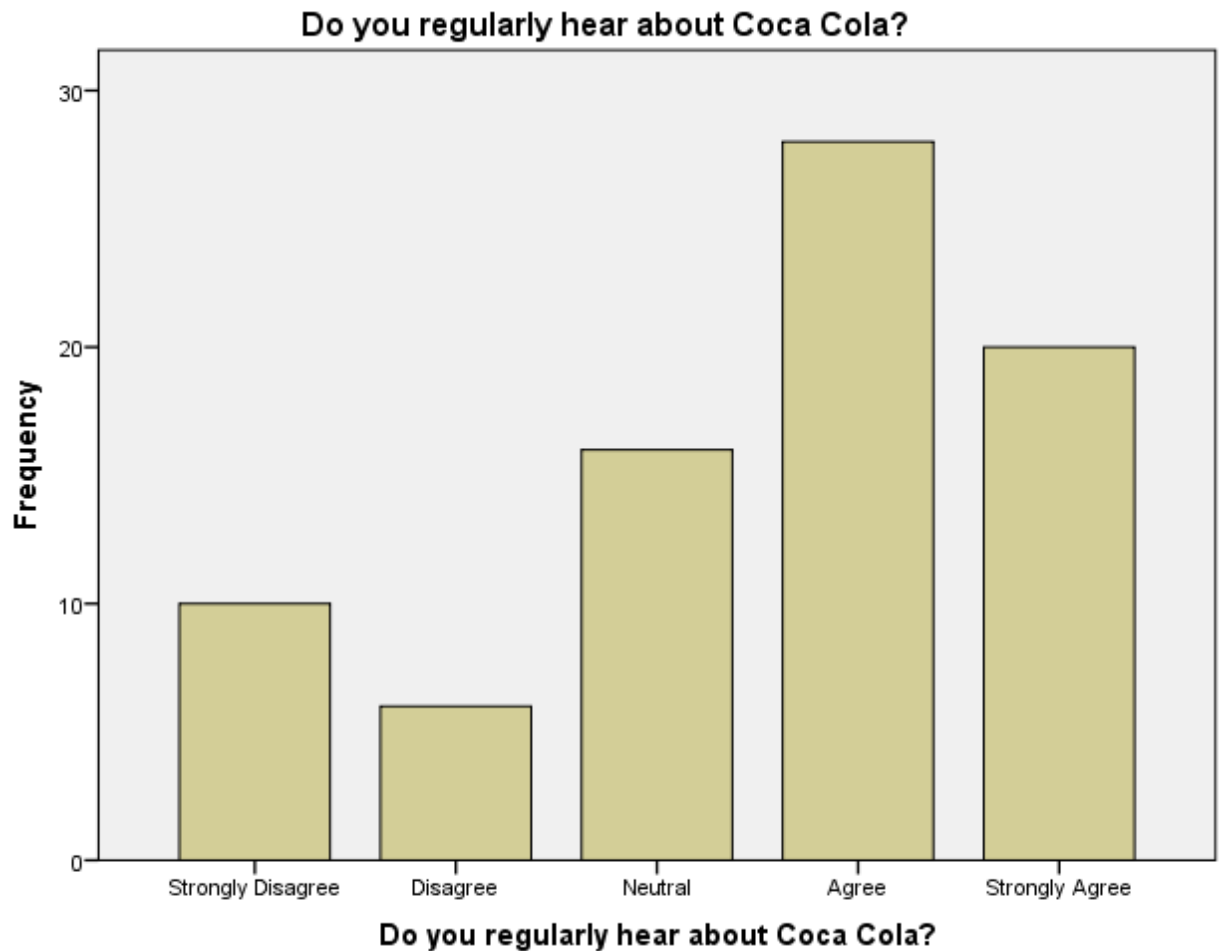
33.8% of participants agreed, and around 26.3% of participants strongly agreed (see graph below).



This result implies that majority of the customers tend to try different products of Coca-Cola. Thus the wallscape advertising strategy of Coca-Cola seems to be effective as it creates awareness about different products of the company and successfully persuades consumers to try them. Similar findings were reported by Cannon et al., (2015)

One of the questions in survey inquired consumers if they regularly heard about Coca-Cola? The questionnaire results indicate that around 12.5% of participants strongly disagreed,

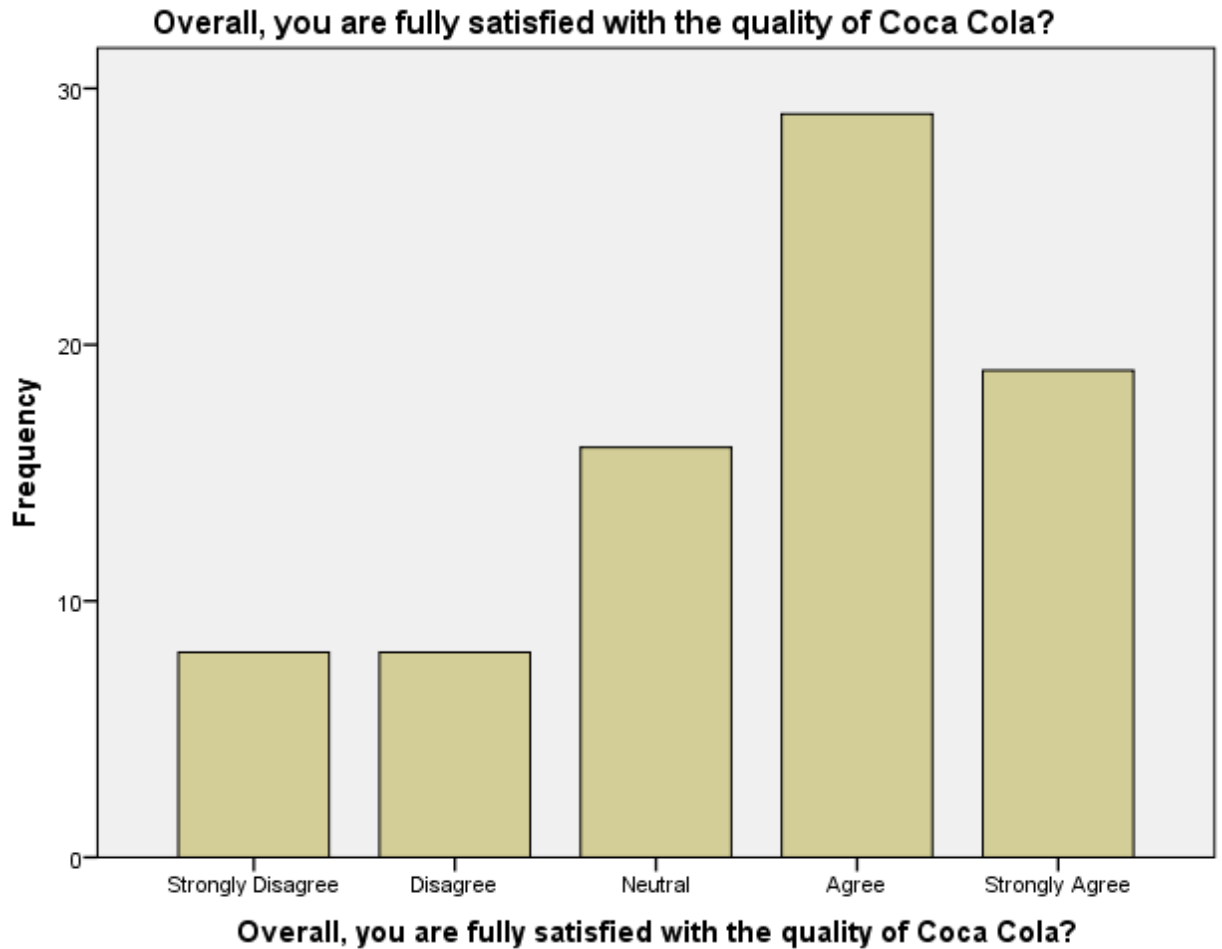
around 7.5% of participants disagreed, around 20.0% of participants neither agreed nor disagreed, around 35.0% of participants agreed, and around 25.0% of participants strongly agreed (see graph below).



This result implies that the wallscape advertising of Coca-Cola is effective in terms of reaching consumers as majority of the participants indicated that they regularly hear about Coca-Cola. The results match with the findings of Doroshenko, Guschina and Chesnokova (2013).

The questionnaire asked consumers whether they are fully satisfied with the quality of Coca-Cola or not. The questionnaire results indicate that around 10.0% of participants strongly disagreed, around 10.0% of participants disagreed, around 20.0% of participants neither agreed

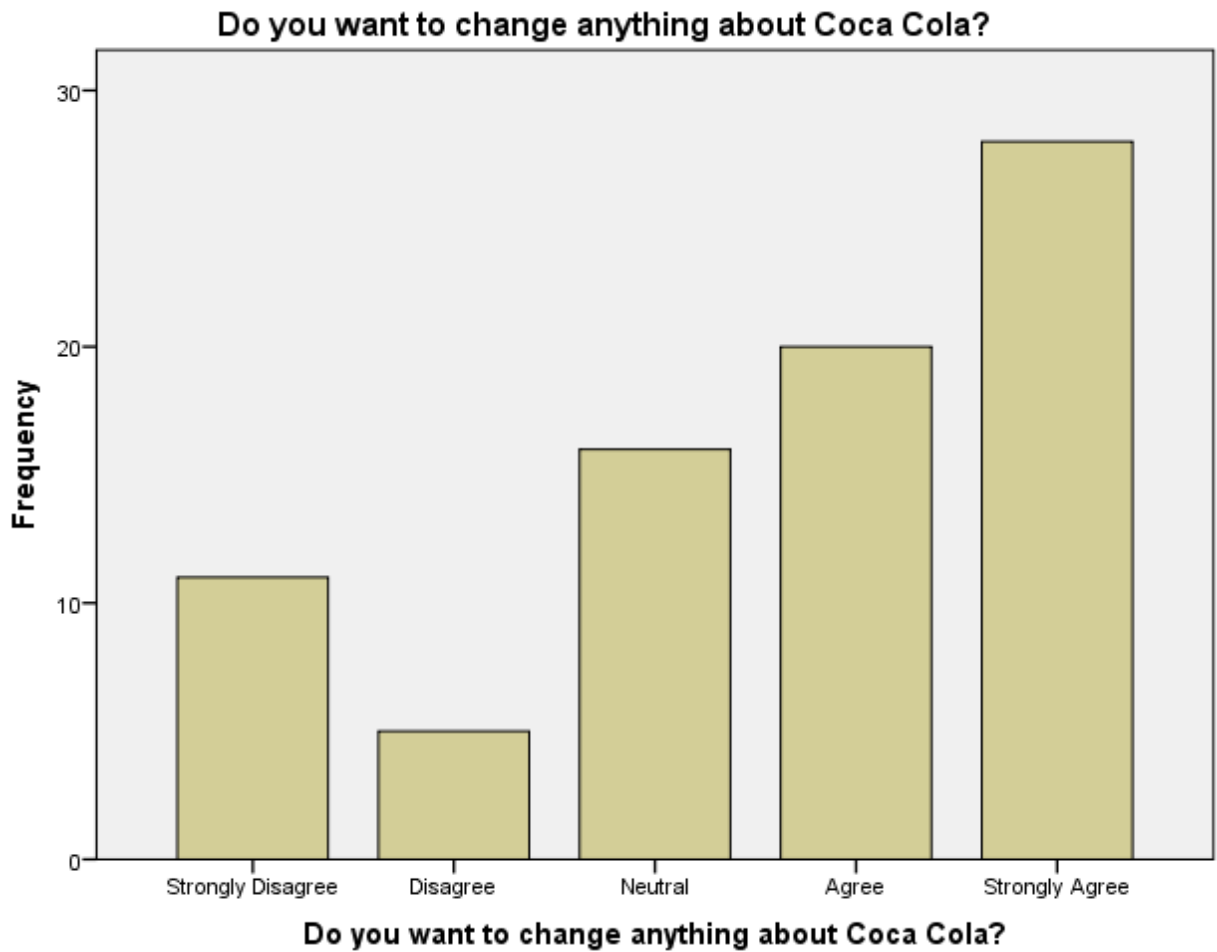
nor disagreed, around 36.3% of participants agreed, and around 23.8% of participants strongly agreed (see graph below).



This result implies that majority of the consumers are satisfied by Coca-Cola which in turn indicates that the wallscape advertising strategy of the company is effective enough to affect and enhance satisfaction of its and attach positive perception towards brand. Similar findings were reported by Haddadi (2011)

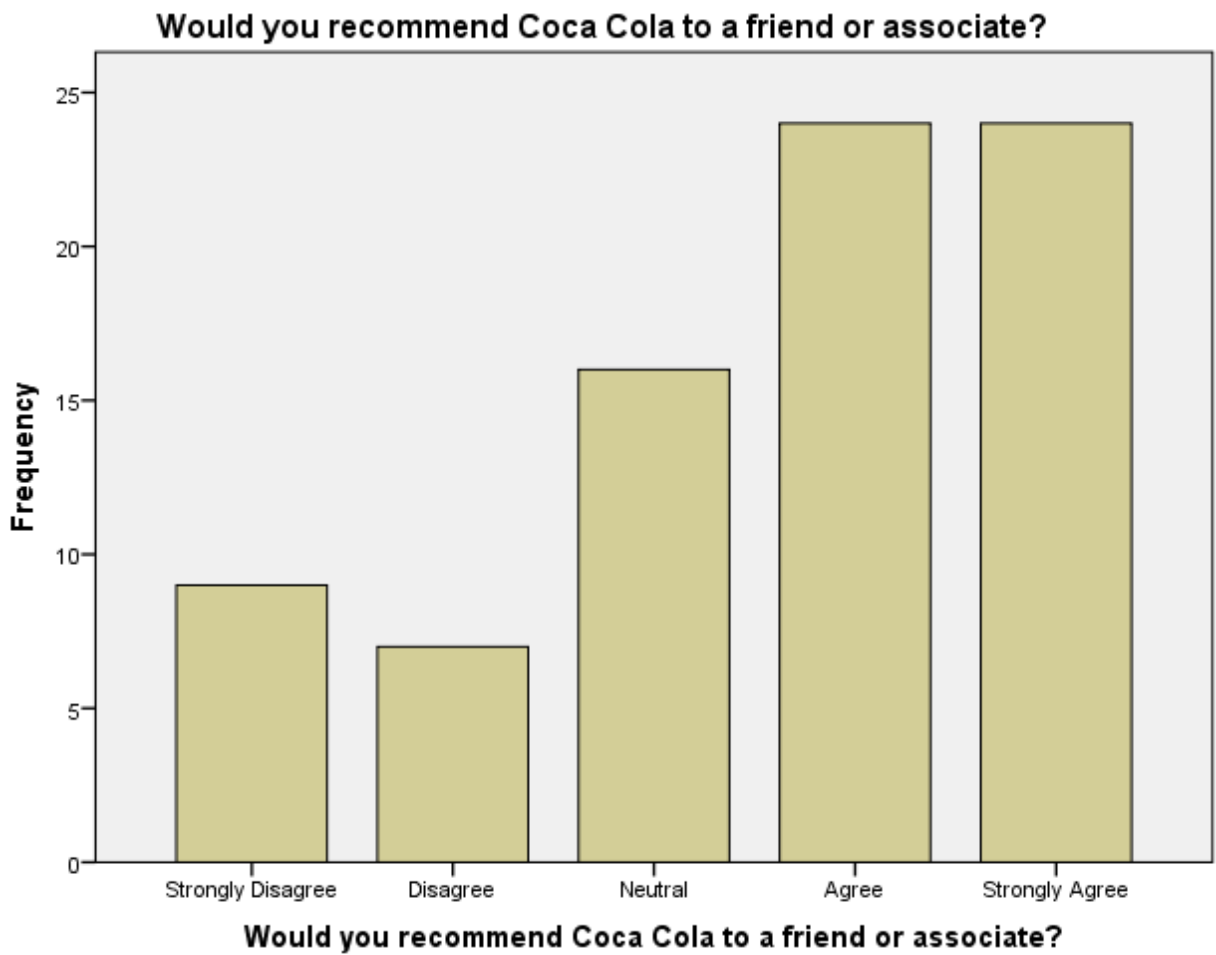
One of the questions in survey inquired consumers if they wanted to change anything about Coca-Cola? The questionnaire results indicate that around 13.8% of participants strongly disagreed, around 6.3% of participants disagreed, around 20.0% of participants neither agreed

nor disagreed, around 25.0% of participants agreed, and around 35.0% of participants strongly agreed (see graph below). The results match with the findings of Benería, Berik and Floro (2015).



This result implies that Coca-Cola consumers notice messages in the wallscape advertising and they want to provide feedback by recommending change. Thus, it can be opined that the wallscape advertising strategy of Coca-Cola is effective in triggering response in customers. Similar findings were reported by Warrum et. al. (2012)

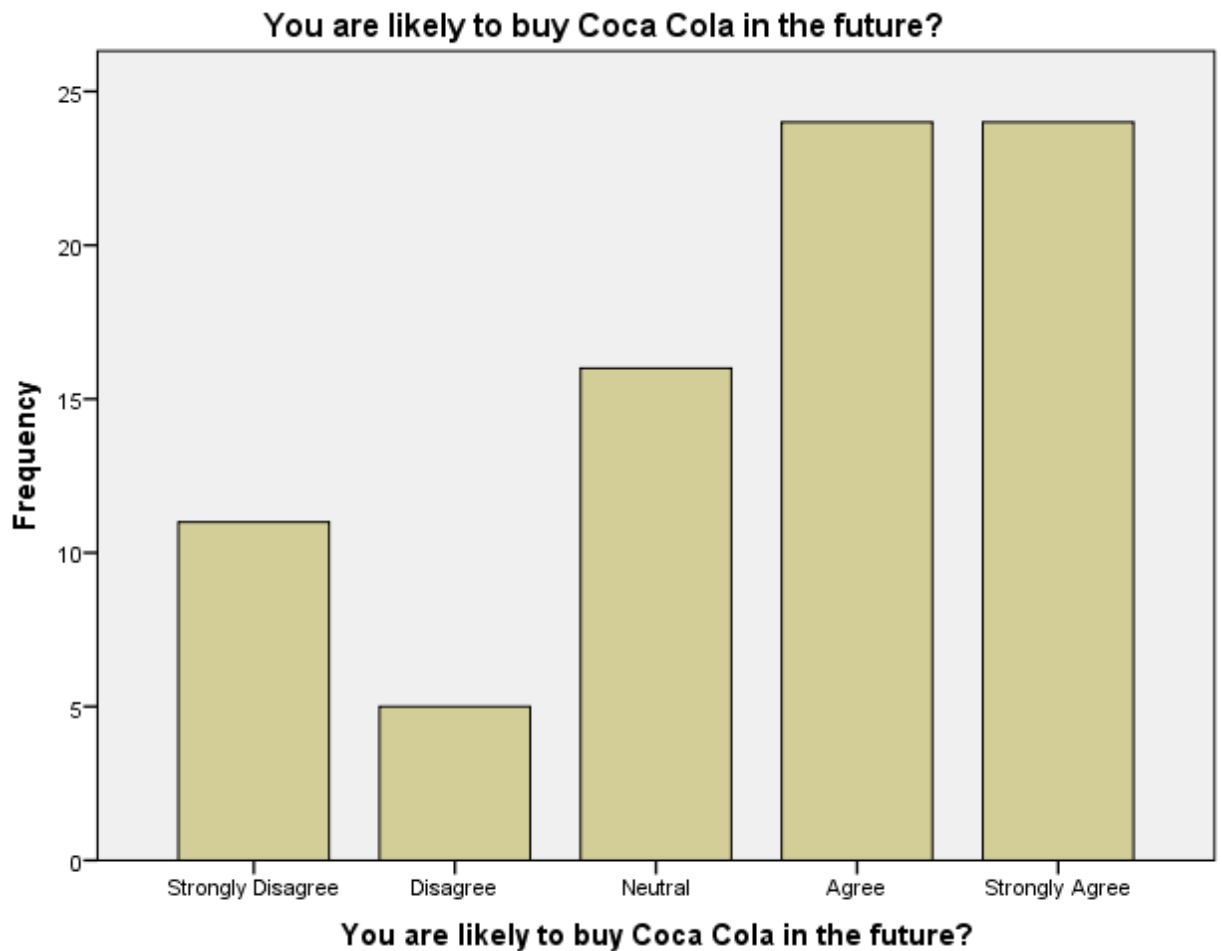
The questionnaire asked consumers whether they recommend Coca-Cola to a friend or associate or not. The questionnaire results indicate that around 11.3% of participants strongly disagreed, around 8.8% of participants disagreed, around 20.0% of participants neither agreed nor disagreed, around 30.0% of participants agreed, and around 30.0% of participants strongly agreed (see graph below).



This result implies that Coca-Cola consumers spread positive word of mouth regarding the brand. This in turn reflects that the wallscape advertising of Coca-Cola is effective as it

serves one of the fundamental purposes of advertising i.e. spread positive word of mouth in target audience. Similar findings were reported by Landa, (2010).

One of the questions in survey inquired consumers if they were likely to buy Coca-Cola in the future? The questionnaire results indicate that around 13.8% of participants strongly disagreed, around 6.3% of participants disagreed, around 20.0% of participants neither agreed nor disagreed, around 30.0% of participants agreed, and around 30.0% of participants strongly agreed (see graph below).



This result implies that majority of the Coca-Cola consumers are willing to make repeat purchases. Thus, it can be fairly assumed that the wallscape advertising strategy of Coca-Cola is

effective as it serves one of the fundamental purposes of advertising i.e. to persuade customer to make repeat purchases. The results match with the findings of Kwate and Lee, (2007).

4.3 Correlation Analysis

Correlation analysis is used when the aim is to assess whether there is relationship between two variables. The relationship between two variables implies that change in one variable is likely to cause a change in other variable. The Pearson's correlation coefficient indicates the nature and strength of relationship between two variables. The sign of the Pearson's correlation coefficient indicates whether relationship is positive or negative. If the sign is positive the correlation is positive and it means that an increase or positive change in one variable is likely to cause an increase or positive change in the other variable and a negative change in one variable is likely to cause a negative change in other variable. If the sign is negative the correlation is negative and it means that a decrease or negative change in one variable is likely to cause an increase or positive change in the other variable and vice versa. Furthermore, the quotient of the Pearson's correlation coefficient indicates the strength of correlation between two variables. If the coefficient is higher than 0.5 or 50% then there is strong correlation between two variables. Strong correlation indicates that change in one variable leads to major change in the other variable. If the coefficient is less than 0.5 or 50% then there is weak correlation between two variables. Weak correlation indicates that change in one variable leads to small change in the other variable.

Correlations

		Wallscape Advertising	Brand Awareness
Wallscape Advertising	Pearson Correlation	1	.885**
	Sig. (2-tailed)		.000
	N	80	80
Brand Awareness	Pearson Correlation	.885**	1
	Sig. (2-tailed)	.000	
	N	80	80

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

In this study the variables are Wallscape Advertising and Brand Awareness. The table above summarises the correlation between Wallscape Advertising and Brand Awareness. It can be observed that the sign of Pearson’s correlation coefficient between Wallscape Advertising and Brand Awareness is positive and thus an increase in Wallscape Advertising is likely to cause an increase in Brand Awareness as well as a decrease in Wallscape Advertising is likely to cause a decrease in Brand Awareness. Furthermore, the quotient of Pearson’s correlation coefficient between Wallscape Advertising and Brand Awareness is 0.885 or 88.5% which implies that there is strong positive correlation between them. Thus if there is a positive change or improvement in Wallscape Advertising strategy then it is likely that the marketers will be able to achieve a considerable increase in Brand Awareness of the product.

Lastly, the significance level is important to assess whether the relationship is statistically significant or not. If the significance value is less than 0.005 then the correlation between the two variables is statistically significant and if the significance value is greater than 0.005 then the correlation is statistically insignificant. The correlation analysis between Wallscape Advertising and Brand Awareness also indicates that the significance level is 0.000 which implies that the correlation is statistically significant.

Although correlation analysis is a commonly and easy to use to tool to study the relationship between two variables however, this technique lacks ability to gauge the impact of change in one variable on another whether it is positive or negative. Furthermore, it cannot be used to predict values of one variable given that there are change values of one variable. Thus this study needs a more rigorous technique to study the impact of wallscape advertising on brand awareness of Coca-Cola. The next section shows results of regression analysis that overcomes the limitations of correlation analysis.

4.4 Regression Analysis

The main purpose if regression analysis is to predict change in the dependent variable given that there are values of independent variable. Regression analysis actually gauges the impact of unit change in independent variable on dependent variable. The first important thing in regression analysis is the r-squared value or the coefficient of determination. The coefficient of determination indicates the ability of the model to explain the variability in the dependent variable based on one or more independent variables. Higher values of coefficient of determination indicate that the model explains higher level of variability in the dependent variable and lower values indicate that the model explains low level of variability.

In the following regression analysis the independent variable is wallscape advertising and the dependent variable is the brand awareness. The coefficient of determination between these variables is .783 which implies that the model explain 78.3% variability in brand awareness. Since this value is reasonably high therefore it can be assumed that the model attained in this study based on questionnaire survey is statistically sound.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Wallscape Advertising ^b		Enter

a. Dependent Variable: Brand Awareness

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885 ^a	.783	.780	.61430

a. Predictors: (Constant), Wallscape Advertising

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.365	1	106.365	281.863	.000 ^b
	Residual	29.435	78	.377		
	Total	135.800	79			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Wallscape Advertising

The beta value of regression analysis indicates the degree of change in dependent variable provided that there is a unit change in independent variable. Higher beta values indicate that change in independent variable implies a considerable change in dependent variables and smaller beta value indicates that change in independent variable implies a small change in dependent variable. In case of this study, the beta value in the regression model is 0.945 or 94.5% which implies that a unit change in wallscape advertising is likely to cause a 94.5% change in brand awareness. This is an extremely high value and thus it indicates that wallscape

advertising is critical in developing brand awareness and thus marketers need to be very careful in designing the wallscape messages, particularly the art element.

Furthermore, the significant value in the regression model indicates whether the relationship between two variables is significant or not. The significance value is 0.000 which implies that the relationship between wallscape advertising and brand awareness is statistically significant.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.149	.214		.698	.487
	Wallscape Advertising	.945	.056	.885	16.789	.000

a. Dependent Variable: Brand Awareness

DO NOT

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.1 Discussion of Aims and Objectives

In this section, this study reviews the aims and objectives of the research and within the context of the results achieved, shows how the aims and objectives have been achieved. The first aim of the study was to evaluate the effectiveness of Wallscape advertising. The results above clearly indicate that wallscape advertising can be used as an effective strategy to increase brand awareness. This study found that wallscape advertising is visually fascinating and it attracts the attention of viewers. Furthermore, the wallscape advertising affects the purchase decision of consumers. Furthermore, wallscape advertising uses customised art to enforce brand image in the perception of customers and that customers retain the advertising messages better through wallscape advertising which shows that it is effective for brand awareness. The messages and art relates the brand image with customers and uses unique tag lines to communicate desired brand image of the business. Majority of the customers believe that it is an effective communication medium. Overall, it can be fairly opined that the results present reasonable evidence that wallscape advertising is effective in spreading brand awareness.

The second aim of the study was to investigate the brand awareness in consumer industry with a case study of Coca-Cola, UK. The results above clearly indicate that majority of the participants are aware of Coca-Cola and its products. Furthermore, consumers try different products of Coca-Cola by reading wallscape advertising messages. Majority of the participants opined that they frequently hear about Coca-Cola. Furthermore, majority of the participants are satisfied with Coca-Cola and they are willing to provide feedback for the marketing messages. Furthermore, majority of the consumers intend to buy Coca-Cola products in future and they also provide positive word of mouth in their social circles. Overall it can be fairly opined that Coca-

Cola uses wallscape advertising and this form of advertising is successful in encouraging positive buying behaviour in consumers. Thus there is high level of brand awareness created by wallscape advertising of Coca-Cola.

The third aim of the study was to investigate the relationship between Wallscape advertising and the brand awareness in consumer industry. The correlation and regression analyses conducted in this study indicate that there is a strong and positive correlation between wallscape advertising and brand awareness. The quotient of Pearson's correlation coefficient between Wallscape Advertising and Brand Awareness is 0.885 or 88.5% which implies that there is strong positive correlation between them. The correlation analysis between Wallscape Advertising and Brand Awareness also indicates that the significance level is 0.000 which implies that the correlation is statistically significant. This implies that an improvement in wallscape advertising is likely to improve brand awareness, Furthermore, the regression analysis indicate that a unit change in wallscape advertising is likely to lead to a 94.5% change in brand awareness. The coefficient of determination between these variables is .783 which implies that the model explain 78.3% variability in brand awareness. The significant value in the regression model indicates whether the relationship between two variables is significant or not. The significance value is 0.000 which implies that the relationship between wallscape advertising and brand awareness is statistically significant. Thus the strong and positive correlation and statistically significant regression line indicates that wallscape advertising has significant impact on brand awareness in consumer industry as is demonstrated by consumers of Coca-Cola.

5.2 Conclusions

This study concludes that wallscape advertising is noticed by consumers and thus it can be used as an effective medium to increase brand awareness, however, it is important to note that

marketers need to carefully design the advertisement to have desirable impact on perception of customers. This study concludes that wallscape advertisement tempt consumers to make purchase decision in accordance with the message, thus if customers like what they see then they may make purchase otherwise they will not. This study concludes that customised art has a significant role in developing wallscape advertisement and brand awareness is affected by this element.

This study concludes that majority of the customers are well aware of the purpose if wallscape advertisements and thus wallscape can be used as an effective advertising strategy. This study concludes that wallscape advertisement intrigue customer perception and is able to attract the interest of consumers towards the brand and it product. Thus wallscape advertisement can be effective in attracting new consumers. This study concludes that unique signature tag line is an important element of wallscape advertisements. Marketers need to ensure that they carefully design tag lines to catch the interest of target audience.

This study concludes that there is significant level of awareness among consumers regarding wallscape advertising as a medium of communication between business and consumers. Thus when consumers see a wallscape advertisement, they consider it a message from business. This study concludes that majority of the consumers are well aware of the brand and products of Coca-Cola, however, surprisingly there is small number of customers that indicated that they are not aware of Coca-Cola. This study concludes that majority of the customers tend to try different products of Coca-Cola. Thus the wallscape advertising strategy of Coca-Cola seems to be effective as it creates awareness about different products of the company and successfully persuades consumers to try them.

This study concludes that the wallscape advertising of Coca-Cola is effective in terms of reaching consumers as majority of the participants indicated that they regularly hear about Coca-Cola. This study concludes that majority of the consumers are satisfied by Coca-Cola which in turn indicates that the wallscape advertising strategy of the company is effective enough to affect and enhance satisfaction of its and attach positive perception towards brand. This study concludes that Coca-Cola consumers notice messages in the wallscape advertising and they want to provide feedback by recommending change. Thus, it can be opined that the wallscape advertising strategy of Coca-Cola is effective in triggering response in customers.

This study concludes that Coca-Cola consumers spread positive word of mouth regarding the brand. This in turn reflects that the wallscape advertising of Coca-Cola is effective as it serves one of the fundamental purposes of advertising i.e. spread positive word of mouth in target audience. This study concludes that majority of the Coca-Cola consumers are willing to make repeat purchases. Thus it can be fairly assumed that the wallscape advertising strategy of Coca-Cola is effective as it serves one of the fundamental purposes of advertising i.e. to persuade customer to make repeat purchases.

This study concludes, on the basis of the quotient of Pearson's correlation coefficient between Wallscape Advertising and Brand Awareness (0.885 or 88.5%) that there is strong positive correlation between them. Thus if there is a positive change or improvement in Wallscape Advertising strategy then it is likely that the marketers will be able to achieve a considerable increase in Brand Awareness of the product. Furthermore, this study concludes that that a unit change in wallscape advertising is likely to cause a 94.5% change in brand awareness. This is an extremely high value and thus it indicates that wallscape advertising is critical in

developing brand awareness and thus marketers need to be very careful in designing the wallscape messages, particularly the art element.

5.3 Recommendations

In order to improve wallscape advertising strategy, this study makes following recommendations;

The most important thing in wallscape advertising is the location of the advertisement. The main purpose of Outdoor advertising or more specifically wallscape advertising is to convey the right message, at the right time, to the right audience, in the right place. Thus the right place is important and location of advertisement becomes most important. Furthermore, understanding of the market dynamics is critical for the effective design of wallscape advertisement (De Vries, Gensler, and Leeflang, 2012). For example, the side of a bus is a location which is mobile although the size of advertisement is relatively small. The main principle is that there is a relationship between the messages the product and the location and certain locations are suitable for certain products as compared to other locations. For example, the bus side is most suitable for advertisement of consumer products instead of a motel (Shimp and Andrews, 2012).

Furthermore, Recency also plays a significant role in effectiveness of wallscape advertisements. The purpose of a wallscape advertisement is to deliver a message for a particular period of time and ensure that target audience has multiple exposure to the message contained in the advertisement (De Mooij, 2013). The recency plays an important role as it reminds the target audience that are active in the market place that the brand or the store or product or service is the best choice for them. The fundamental idea is to provide a repeated and consistent exposure of the message contained in the Ad for an intended period of time so that the target audience recall

the brand and product and maintain awareness (Yeshin, 2012). Furthermore, in order to prevent memory decline, marketers can use multiple design executions while simultaneously introducing adequate intervals in changing designs and execution throughout the duration of campaign (Belch et al., 2014).

Retention of message is also important in the effectiveness of wallscape advertising. There are a variety of factors that affect the retention of message contained in Ads. Following factors can be manipulated by marketers to improve message retention. First factor is the multiple executions of ads which involve a range of formats for outdoor display to ensure desirable impact and to prolong continuity in order to elongate high level of awareness throughout the time campaign duration (Belch, et al., 2014). Another factor is the media weight of wallscape advertising campaigns. The heavier the media weigh, the more rapid is the rate of awareness experience decline after first exposure of target audience to the message. Therefore, it is recommended that marketers introduce fresh creative executions at regular intervals to ensure that continuous development of awareness about the product through the campaign. Competitive factors also influence the longevity and effectiveness of awareness through wallscape advertising. In order to prevent confusion with similar products and services, it is recommended that marketers use unique ideas, art prices, and unique tag line in the message in order to raise awareness specifically about the desired product and avoid confusion among target audience (Shimp and Andrews, 2012). Another important factor is the seasonality. The mobility of target audience is dynamic and changes continuously thus wallscape advertising is indifferent to seasonal cycle of target audience. Yet, it is recommended that a wise strategy is to identify those design elements that relate to the seasonal factors. For example it is recommended that Christmas

related symbols should not be used in the campaign if it is executed in the month of June (Yeshin, 2012).

The message itself is also critical for the success of wallscape advertising campaigns. The most common recommendation made by a variety of experts is to ensure that the wallscape ad is unique and creative. According to Fahy and Jobber (2012), wallscape advertisements are visual storytelling. It is important to express the desired idea in a way that excites viewers. For example some marketers may choose to involve a humour or a dramatizing element in the message using a picture or a tag line in wallscape advertisements in order to influence the purchase decision of consumers, for example by highlighting the unique selling or promotional offer. Thus the design of wallscape advertisement is pretty challenging and communication experts indicate that this task requires marketers to ensure austere focus and clarity in expressing the desired idea or concept. The aim of creativity is to ensure that the message contained in the ad is designed in a way that it intrigues and entertains target viewers and thus gain interest of the viewers and is retained by increased interest (De Mooij, 2013).

Intriguing the target viewers requires the marketers to use pictures or words that cannot be comprehensible in merely one look. Thus marketers may use a puzzle and require the viewers to put in efforts to determine the solution and thus focus their attention on the ad and thus retain the message clearly. The aim of intriguing the viewers is to capture their attention and focus their thoughts on the puzzle and indirectly on the product (De Vries, Gensler, and Leeflang, 2012). The solution can be related to one of the prominent product features and thus customers can retain this feature in mind while making purchase decision. Furthermore, when viewers focus their thoughts on the intriguing element in the ad it is likely that the duration of retention of information increases (Fill and Turnbull, 2016).

Aesthetic of the overall ad is also an important factor that affects the effectiveness of the ad. It is important to present pleasurable ideas or images to the intended viewers and avoid any element or idea that offends them. For this it is important to consider social and ethical norms and principles of the society and prevent any violation of ethical or moral principles in the society (De Mooij, 2013). The major factor that determines overall Aesthetic is the pictures and that words that are used in ad. Often marketers use vivid and colourful designs to improve the aesthetics of the ad and thus high quality artwork is one of the factors that affect the effectiveness of wallscape advertising messages (De Vries, Gensler, and Leeflang, 2012).

5.4 Future Research Implications

The future research implications are based on methodological limitations in this study. Firstly, future researchers could conduct qualitative primary research within the context of results and conclusions drawn in this study and add to the validity and reliability of the evidence. Furthermore, future research may also conduct similar studies in other regions to assess the effectiveness of wallscape advertising of Coca-Cola. Furthermore, future researcher could also conduct similar research by focusing on other companies and industries to assess if wallscape advertising is as effective for other companies and industries as it has been found for Coca-Cola. Furthermore, future researchers could conduct studies to assess the validity and reliability of recommendations made in this study to improve the wallscape advertising strategy of Coca-Cola.

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Appendices

Appendix A: Survey Questionnaire

Independent Variable: Wallscape Advertising	SD	D	N	A	SA
1. Is wallscape advertising visually fascinating and dramatic?					
2. Wallscape advertising influences purchase decisions?					
3. The customised art helps retain the image of brand?					
4. Messages are clearly communicated through wallscape advertising?					
5. Wallscape advertising develops the interest towards the brand?					

Dependent Variable: Brand Awareness	SD	D	N	A	SA
1. Are you familiar with Coca-Cola?					

6. Wallscape advertising uses unique signature tag lines to gain attention?					
7. Wallscape advertising is an effective way of communication?					

2. Do you try different brands of Coca-Cola?					
3. Do you regularly hear about Coca-Cola?					
4. Overall, you are fully satisfied with the quality of Coca-Cola?					
5. Do you want to change anything about Coca-Cola?					
6. Would you recommend Coca-Cola to a friend or associate?					
7. You are likely to buy Coca-Cola in the future?					

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