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A STUDY ON DEMOGRAPHIC VARIABLES AND RESPONDENTS PERCEPTION TOWARDS ENVIRONMENTAL ISSUES CAUSED BY OUTDOOR ADVERTISING CHANNELS

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ABSTRACT

Nowadays advertising had become an important source of sales promotion. It drives the existing and potential customers towards offering of the business organisations. Various indoor and outdoor advertising channels are frequently used to stimulate demands for products and services. Outdoor advertising refers to any advertising instruments located outside home. Outdoor advertising channels can be observed all around city areas to capturing the attention of the onlookers. It prominently includes hoardings, posters, banners, flex, and wall paintings. While outdoor advertising channels effectively raise awareness of products and services, they can also pose environmental challenges and create disturbances in surrounding areas. The present research is carried out to identify environmental issues caused by outdoor advertising channels Study revealed that outdoor advertising channels creates various detrimental effect on environment. Study concluded that there is no significant difference between demographic variables and respondents opinion that outdoor advertising channels causes various environmental problems.

Key words: Advertising, environment, issue outdoor, society

1. INTRODUCTION

In today's competitive world success of any business organisation largely depends upon how effectively it showcase its offerings to the customers. Therefore, to attract and retain existing and potential customers business organisations had to repeatedly commercialize its products and services. It had to apply various outdoor advertising channels ranging from conventional static billboard to the modern form of digital screens. Flex, banners, wall paintings, billboards are commonly used low cost, durable form of outdoor advertising media. These outdoor advertising channels are suitable for small and medium size of business organisations having limited advertising budget.

United Nations in the Sustainable Development Goal (SDG) 11 Sustainable Cities And Communities highlighted, cities contribute more than 80 % of the global GDP and plays phenomenal role in the economic development of any nation. This statistics highlights need of sustainable cities. Factors such as growing population, rapid urbanisation creates various environmental issues in the all-inclusive development of city. Environmental issues refers to any natural or man-made activity that adversely effect on environment and surrounding areas. These issues may have short as well as long term adverse effect on whole ecosystem. Outdoor advertising channels such as flex posters banners do have certain long term effect on the surrounding area. It degrades natural aesthetics of city area, increase visual pollution, generates huge solid wastes. Billboards consumes heavy electricity and hence becomes eyesore and irritation to the trespassers. Often trees are cut down to make the outdoor advertising visible from long distance.

2. REVIEW OF THE LITERATURE

Bankole O.E. (2013), Outdoor advertising instruments such as hoardings, posters banners do have two folded effects. At times it enhances beauty and sometimes it hinders beauty of the surrounding areas. Outdoor advertising channels should not be placed in such a way that it hampers beauty of the surrounding area.

Franch E.B. et. Al. (2023), With increasing pace of development outdoor advertising activities had also been increased. With continuous growth of the development activities, thereby exists a need to preserve the limited natural resources. Outdoor advertising channels poses various environmental issues which needs to be get resolved.

Mcmahon E.T. (2011), in the study highlighted need to control and prohibit new billborard advertising. Outdoor advertising instruments placed on poles, buildings not only becomes source of visual pollution but also pose threat to surrouding environment. Billobard advertising consumes heavy electriciy and utlimately leads to the global warming.

Nessim A.A. & Khodeir L. M. (2020), highlighted visual and light pollution caused by various outdoor advertising channels. Increased urbanisation and rapid development in information technology resulted in the global issue in the form of light pollution.

Saravanan J, Sridhar M and Vinitha J. J. (2015), Banners, posters and other forms of outdoor advertising instruments nowadays not restricted to commercial purpose. It is frequently used as an source of invitation for different occasions. Most of the times banners, flex are made from chemicals like Polyvinyl Chloride and Synthetic Polymers that cannot be dissolved easily because they are not bio-degradable. Thus pose serious problems for society and environment.

3 STATEMENT OF PROBLEM

Today we come across thousands of outdoor advertising when we leave the home. Every nook and corner of city is occupied by outdoor advertising channels This increased flow of outdoor advertising channels creates various environmental problems for society. Although adequate attention is not given on adverse effects of outdoor advertising channels but having threatening impact on society hence need immediate attention**.**

4. OBJECTIVES OF THE RESEARCH

- To understand socio demographic profile of respondents.
- To analyse environmental issues caused by different outdoor advertising channels.

The demographic variables considered for this study are:

- Age-Group
- Gender
- Education
- Occupation
- Residential Location
- Term of Residence

5. RESEARCH METHODOLOGY

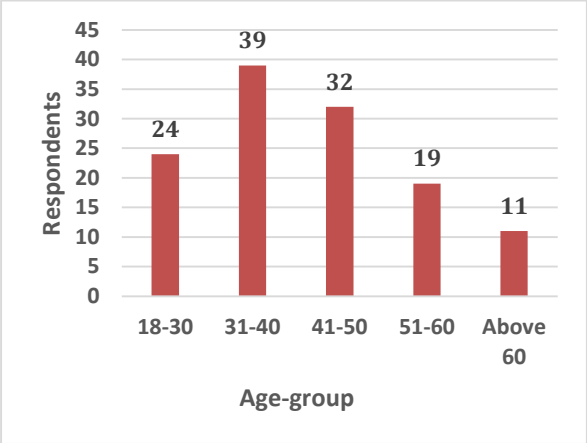
The present research is based on Random Sampling Method. Data is gathered randomly from 125 respondents of Dhule district. Structured questionnaire is used as primary data collection instrument and secondary data is collected from web based journals, research articles etc. First section of research instrument is related to demographic information (age, gender, education, occupation, city, and term of residence) of respondents whereas second section is comprised statements on various

environmental issues caused by outdoor advertising channels. Graphical presentation is done using graph and data analysis is done using percentage analysis, One way Anova test.

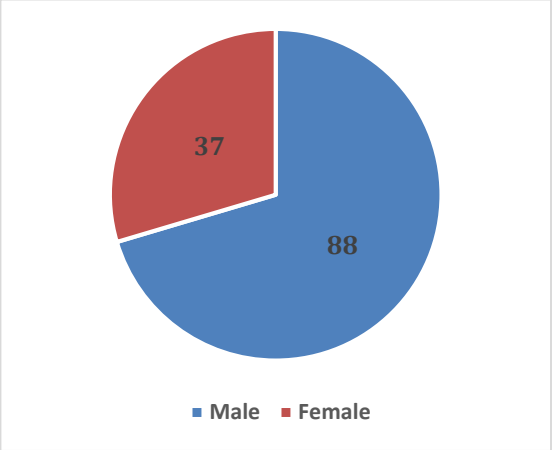
6. ANALYSIS

This part discusses analysis of the primary data, and results related to respondents opinion towards various environmental issued caused due to outdoor advertising channels.

6.1. Demographic Profile of the respondents:-



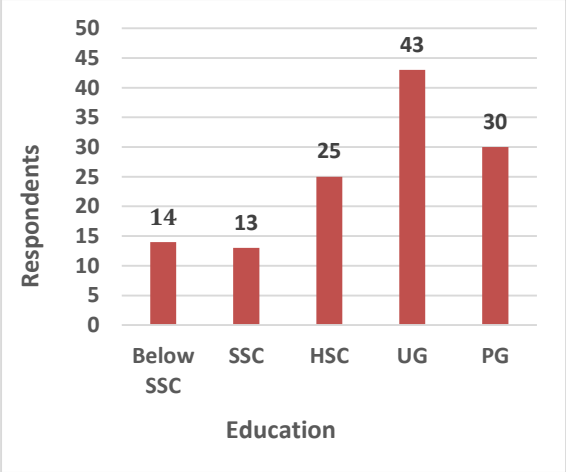
Graph 1



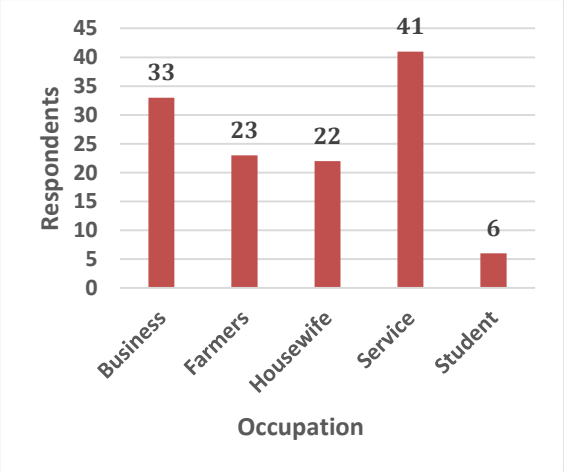
Graph 2

Out of the total of 125 respondents majority of respondents belongs to age group of 31-40 and 41-50. Respondents above 60 holds least proportion in sample size.

Out of the total sample size of 125 respondents 88 (70.40%) respondents are male whereas 37 (29.60%) respondents are female.



Graph 3



Graph 4

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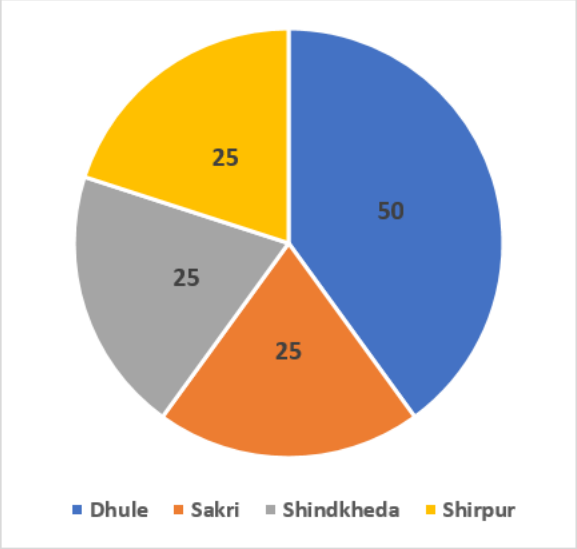
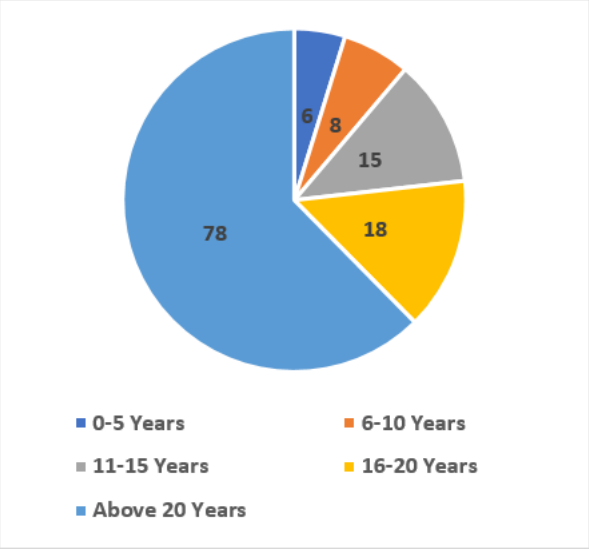
Considering educational qualifications of respondents 58.40% of respondents had completed graduation and post-graduation. 10% of respondents are having education below SSC.

Out of the total population Majority of respondents are service person followed by the businessman. Least number of respondents in sample size are students.



Graph 5



Graph 6

Out of the 125 respondents, 50 respondents are from Dhule city, remaining 75 respondents are equally taken from Sakri, Shindkheda and Shirpur city.

Respondents who resides in same city since more than 20 years is having majority of the respondents (62.40 %) whereas respondents who resides less than 5 years are 6 (4.80%)

6.2

Cronbach Alpha Test

Cronbach's Alpha test for Reliability

Cronbach's Alpha	Number of Items
0.805	8

Table 1

Cronbach's Alpha is used to measure internal consistency and reliability of the data. Cronbach's alpha value was observed to be 0.805. If the alpha value is 0.70 or more, it is usually considered good. The Cronbach's Alpha value being 0.805 denotes that Reliability of this data is 80.5%.

6.3 Testing of Hypothesis

Broad Hypothesis:- Present study is based on the premise that outdoor advertising channels creates various environmental issues.

To obtain generalized picture, above broad hypothesis is tested using demographic variables such as age-group, gender, education, occupation, city, and term of residence of respondents.

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H_{0a}There is no significant difference between demographic variable age and respondents opinion that outdoor advertising channels creates various environmental issues.

H_{1a}There is significant difference between demographic variable age and respondents opinion that outdoor advertising channels creates various environmental issues.

ANOVA						
Source of Variation	***SS***	***df***	***MS***	***F***	***P-value***	***F crit***
Between Groups	2.328	4	0.582	1.180	0.323	2.447
Within Groups	59.199	120	0.493			
Total	**61.528**	**124**				

Table 2

Inference: Table 2 shows output of ANOVA analysis for testing above hypothesis. Results shows F value of 1.180 is not significant at 5% level of significance as P-value of 0.323 is more than 0.05. Hence, we accept null hypothesis and conclude that there is no significant difference between demographic variable age and respondents opinion that outdoor advertising channels creates various environmental issues.

H_{ob} There is no significant difference between demographic variable gender and respondents opinion that outdoor advertising channels creates various environmental issues.

H_{1b}There is significant difference between demographic variable gender and respondents opinion that outdoor advertising channels creates various environmental issues.

ANOVA						
Source of Variation	***SS***	***df***	***MS***	***F***	***P-value***	***F crit***
Between Groups	0.123	1	0.123	0.247	0.620	3.918
Within Groups	61.404	123	0.499			
Total	**61.528**	**124**				

Table 3

Inference: Table 3 shows output of ANOVA analysis for testing above hypothesis. Results indicates F value of 0.247 is not significant at 5% level of significance as the P-value of 0.620 is more than 0.05. Hence, we accept null hypothesis and conclude there is no significant difference between demographic variable gender and respondents opinion that outdoor advertising channels creates various environmental issues.

H_{0c} There is no significant difference between demographic variable education and respondents opinion that outdoor advertising channels creates various environmental issues.

H_{1c}There is significant difference between demographic variable education and respondents opinion that outdoor advertising channels creates various environmental issues.

ANOVA						
Source of Variation	***SS***	***df***	***MS***	***F***	***P-value***	***F crit***
Between Groups	1.112	4	0.278	0.552	0.698	2.447
Within Groups	60.416	120	0.503			
Total	**61.528**	**124**				

Table 4

Inference:- Table 4 shows output of ANOVA analysis for testing above hypothesis. Results states F value of 0.552 is not significant at 5% level of significance as P-value of 0.698 is more than .05. Hence, we accept null hypothesis and conclude, there is no significant difference between

demographic variable education and respondents opinion that outdoor advertising channels creates various environmental issues.

H_{0d} There is no significant difference between demographic variable occupation and respondents opinion that outdoor advertising channels creates various environmental issues.

H_{1d} There is significant difference between demographic variable occupation and respondents opinion that outdoor advertising channels creates various environmental issues.

ANOVA						
Source of Variation	***SS***	***df***	***MS***	***F***	***P-value***	***F crit***
Between Groups	1.201	4	0.300	0.597	0.665	2.447
Within Groups	60.327	120	0.503			
Total	**61.528**	**124**				

Table 5

Inference:- Table 5 shows output of ANOVA analysis for testing the above hypothesis. Results shows F value of 0.597 is not significant at 5% level of significance as P-value of 0.665 is more than 0.05. Hence, we accept null hypothesis and conclude that, there is no significant difference between demographic variable occupation and respondents opinion that outdoor advertising channels creates various environmental issues.

H_{0e}There is no significant difference between demographic variable city and respondents opinion that outdoor advertising channels creates various environmental issues.

H_{1e}There is significant difference between demographic variable city and respondents opinion that outdoor advertising channels creates various environmental issues.

ANOVA						
Source of Variation	***SS***	***df***	***MS***	***F***	***P-value***	***F crit***
Between Groups	3.433	3	1.144	2.384	0.073	2.680
Within Groups	58.094	121	0.480			
Total	**61.528**	**124**				

Table 6

Inference:- Table 6 shows output of ANOVA analysis for testing the above hypothesis. Results states F value of 2.384 is not significant at 5% level of significance as P-value of 0.073 is more than .05. Hence, we accept null hypothesis and conclude, there is no significant difference between demographic variable city and respondents opinion that outdoor advertising channels creates various environmental issues.

H_{0f} There is no significant difference between demographic variable term of residence and respondents opinion that outdoor advertising channels creates various environmental issues.

H_{1f} There is significant difference between demographic variable term of residence and respondents opinion that outdoor advertising channels creates various environmental issues.

ANOVA						
Source of Variation	***SS***	***df***	***MS***	***F***	***P-value***	***F crit***
Between Groups	1.081	4	0.270	0.537	0.709	2.447
Within Groups	60.446	120	0.504			
Total	**61.528**	**124**				

Table 7

Inference: Table 7 shows output of ANOVA analysis for testing the above hypothesis. Results states F value of 0.537 is not significant at 5% level of significance as P-value of 0.709 is more than .05.

Hence, we accept null hypothesis and conclude that, there is no significant difference between demographic variable residence and respondents opinion that outdoor advertising channels creates various environmental issues.

Variable		Sum of Squares	Degree of Freedom	Mean Square	F Value	Sign
Age	Between Group	2.328	4	0.582	1.180	0.323
	Within Group	59.199	120	0.493		
Gender	Between Group	0.123	1	0.123	0.247	0.620
	Within Group	61.404	123	0.499		
Education	Between Group	1.112	4	0.278	0.698	2.447
	Within Group	60.416	120	0.503		
Occupation	Between Group	1.201	4	0.300	0.665	2.447
	Within Group	60.327	120	0.503		
City	Between Group	3.433	3	1.144	0.073	2.680
	Within Group	58.094	121	0.480		
Term of residence	Between Group	1.081	4	0.270	0.537	0.709
	Within Group	60.446	120	0.504		

Table 8

Table 8 summarizes, that all demographic variables are having P value more than significance level of 0.05 hence it can be concluded that there is no significant difference between different demographic variables and respondents opinion that outdoor advertising channels causes various environmental issues.

7 FINDINGS AND CONCLUSIONS

The present study is carried out with an intent to identify the environmental problems caused by different outdoor advertising channels in the study area. Finding revealed that outdoor advertising channels creates detrimental impact on environment. One way ANOVA results concludes that there is no significant difference between different demographic variables and respondents opinion that outdoor advertising channels creates various environmental issues.

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