

## Effectiveness of Outdoor Advertising through Bus Shelters: A Study at Times Innovative Media Limited, Chennai

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### ABSTRACT

Advertising is an essential marketing communication tool that helps organizations create brand awareness and influence consumer behavior. Among various outdoor advertising methods, bus shelter advertising has emerged as an effective medium due to its wide visibility and continuous public exposure. The present study titled “A Study on the Effectiveness of Bus Shelter Advertising at Times Innovative Media Limited, Chennai” aims to examine the impact of bus shelter advertisements on public attention, brand awareness, consumer perception, and buying behavior.

The study focuses on how bus shelter advertisements attract commuters and pedestrians through creative designs, visual appeal, message clarity, and strategic placement. Data were collected from respondents through questionnaires and direct interaction to understand their opinions regarding the effectiveness of bus shelter advertisements.

The findings reveal that bus shelter advertisements significantly improve brand recognition and customer awareness because of their visibility in crowded public areas. Attractive visuals, innovative displays, and informative messages positively influence consumer interest and purchasing decisions. However, factors such as poor maintenance, overcrowding of advertisements, and lack of creativity reduce advertisement effectiveness.

The study concludes that bus shelter advertising is an effective outdoor promotional strategy that helps organizations strengthen market presence and customer engagement. The suggestions provided may help advertisers improve the quality, creativity, and effectiveness of bus shelter advertisements for better marketing performance.

**Keywords:** Bus Shelter Advertising, Outdoor Advertising, Brand Awareness, Consumer Behavior, Advertisement Effectiveness, Marketing Communication, Public Attention.

### I. INTRODUCTION

Advertising is an important component of marketing communication that helps organizations promote their products, services, and brand image to the public. In today’s highly competitive business environment, companies use different forms of advertising to attract customers and influence their purchasing decisions. Among the various advertising methods, outdoor advertising has gained significant importance because of its wide reach and continuous visibility.

Bus shelter advertising is one of the most popular forms of outdoor advertising used by companies to communicate their promotional messages to the public. Bus shelters are located in busy public areas where large numbers of people gather daily, making them an effective medium for advertisers to reach commuters, pedestrians, and traveller’s. These advertisements attract public attention through colorful designs, creative visuals, and informative messages.

The effectiveness of bus shelter advertising depends on several factors such as advertisement design, location, size, visibility, creativity, and message clarity. Attractive and innovative advertisements can create strong brand awareness and influence consumer attitudes and buying behaviour. Since people spend time waiting at bus shelters, they are more likely to notice and remember the advertisements displayed there.

The present study titled “A Study on the Effect of Advertisement at Bus Shelter” aims to analyze the impact of bus shelter

advertisements on consumer awareness, perception, and purchasing behavior. The study helps in understanding how outdoor advertising influences the public and contributes to marketing success. It also provides useful insights for advertisers and companies to improve the effectiveness of their advertising strategies.

## **OVERVIEW OF BUS SHELTER IN TIMES OF INNOVATIVE LIMITED**

Times Innovative Media Limited is one of the leading outdoor advertising companies that provides innovative advertising solutions through various media platforms, including bus shelter advertisements. The company focuses on creating effective outdoor promotional strategies that help organizations increase brand awareness and customer engagement. Bus shelter advertising offered by the company has become an important communication medium due to its visibility, accessibility, and continuous exposure to the public.

Bus shelters are located in high-traffic areas such as city roads, commercial centers, and transportation hubs where large numbers of commuters and pedestrians gather daily. Advertisements displayed at these locations attract public attention through creative visuals, attractive designs, and informative messages. Times Innovative Media Limited uses modern advertising techniques, digital displays, illuminated panels, and innovative concepts to improve the effectiveness of bus shelter advertisements.

The company aims to provide advertisers with an efficient platform to promote their products and services to a wide audience. Through strategic placement and innovative advertising methods, bus shelter advertisements help companies strengthen their market presence and influence consumer behavior. Therefore, bus shelter advertising has become an important part of outdoor marketing communication in modern business environments.

### **Importance of effecting advertising**

Effective advertising plays a vital role in the success and growth of any business organization. It helps companies create awareness about their products and services among customers and improves brand recognition in the market. Advertising acts as a communication tool that connects businesses with consumers and influences their purchasing decisions.

Bus shelter advertising is important because it provides continuous visibility to a large number of people in public places. Attractive and creative advertisements capture customer attention and help in promoting products effectively. Effective advertising increases customer interest, builds brand image, and enhances consumer confidence toward the product or service.

Advertising also helps organizations face market competition by differentiating their products from competitors. It supports sales growth, customer retention, and market expansion. In addition, effective advertising improves public awareness and encourages consumers to remember the brand for a longer period. Therefore, effective advertising is essential for increasing business performance, attracting potential customers, and achieving long-term organizational success.

## **STATEMENT OF THE PROBLEM**

- Many bus shelter advertisements fail to attract public attention because of poor design and lack of creativity.
- Overcrowding of advertisements in public places reduces visibility and advertisement effectiveness.
- Consumers may ignore advertisements if the messages are unclear or unattractive.
- Lack of proper maintenance negatively affects the appearance and impact of advertisements.
- Improper location selection may prevent advertisements from reaching the target audience effectively.
- Increasing competition in outdoor advertising reduces customer attention towards individual advertisements.
- Measuring the direct influence of bus shelter advertisements on consumer buying behavior is difficult.

## **II.OBJECTIVE OF THE STUDY**

- To study the effectiveness of bus shelter advertisements in attracting public attention.

- To identify the impact of bus shelter advertisements on brand awareness among consumers.
- To examine the influence of bus shelter advertisements on consumer buying behavior.
- To analyze the role of creativity and visual appeal in outdoor advertising effectiveness.

### **NEED OF THE STUDY**

The study on the effect of advertisement at bus shelters is undertaken to understand the importance and effectiveness of outdoor advertising in influencing consumer behavior and creating brand awareness. In today's competitive business environment, companies use various advertising methods to attract customers and promote their products and services. Among these methods, bus shelter advertising has become an effective medium because it reaches a large number of people in public places.

The need for the study arises because bus shelter advertisements are continuously viewed by commuters, pedestrians, and travelers, which increases the possibility of customer attention and brand recall. The study helps in analyzing whether these advertisements effectively influence public perception and purchasing decisions. It also examines how factors such as advertisement design, creativity, location, visibility, and message clarity affect advertisement effectiveness.

The study is important for advertisers and companies to understand the strengths and weaknesses of bus shelter advertising and to improve their promotional strategies. It also helps in identifying customer preferences and public responses toward outdoor advertisements. Further, the findings of the study may assist organizations in making effective advertising decisions, increasing brand awareness, and improving marketing performance. Therefore, the study is useful for enhancing the effectiveness of bus shelter advertisements and achieving better communication with consumers.

### **SCOPE OF THE STUDY**

- The study focuses on the effectiveness of bus shelter advertisements in Chennai.
- It examines the influence of bus shelter advertising on public attention and brand awareness.
- The study analyzes consumer perception and buying behavior towards outdoor advertisements.
- It covers factors such as creativity, visibility, location, design, and message clarity.
- The study helps advertisers understand public responses towards bus shelter advertisements.
- It provides useful suggestions for improving outdoor advertising strategies.
- The study is beneficial for organizations, advertisers, and marketing professionals in enhancing advertisement effectiveness.

### **RESEARCH DESIGN**

The research designs constitute the blue print for the collection, measurement and analysis of data. There are types of research design; they are exploratory research design, experimental research design and describe and diagnostic research design. The research had adopted descriptive research design for the study.

### **SAMPLE DESIGN**

A sample is a subset from the total population. A sample is a subset from the total population. It refers to the techniques or the procedure to the research would adopt in selecting items for the sample (i.e) the size of the sample.

### **POPULATION FRAME:**

This includes the list of 150 respondents.

**SAMPLING METHOD:**

Sampling method utilized was simple random sampling was adopted.

**III. RESEARCH METHODOLOGY:**

The Researcher has chosen the questionnaire methods of data collection due to limited time in hand. While the designing data-collection procedure, adequate safeguards against bias and unreliability must be ensured. Researcher has examined the collected data for completeness, comprehensibility, consistently and reliability.

Researcher has also gathered secondary data which have already been collected and analyzed by someone else. He got various information from journals, historical documents, magazines and report prepared by the other researchers. For the present piece of research the investor has used the following methods:

- Questionnaire
- Interview
- Observation

**IV. METHOD OF THE DATA COLLECTION**

A descriptive research was undertaken to the study of the problem. The study is descriptive in nature. Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group. The descriptive research describes the demographic the characteristic of the respondents and is typical concern with determining frequency with something occurs how the variables vary together.

**Sources of Data:**

**Primary Data**

It was collected through questionnaire further this data, are processed and tabulated using graphs the tables where analyzed and the finding has been drawn accordingly.

**Secondary Data**

It refers to a special kind of ratio, it is used to make comparison between two or more series of data, since the percentage reduce everything to a common base and there by allow meaningful comparison be made.

**ANALYTICAL TOOLS FOR STUDY**

- Percentage Analysis Method
- Chi-Square
- Correlation

**PUBLIC ATTENTION TOWARDS BUS SHELTER ADVERTISEMENTS**

Particulars	No. Of Respondents	Percentage
Highly attractive	38	31.7
Attractive	50	41.6
Neutral	20	16.7
Not attractive	12	10
TOTAL	120	100

**EFFECTIVENESS OF BUS SHELTER ADVERTISEMENTS**

Particulars	No. Of Respondents	Percentage
Highly effective	42	35
Effective	48	40
Moderately effective	18	15
Ineffective	12	10
TOTAL	120	100

**BRAND AWARENESS THROUGH ADVERTISEMENTS**

Particulars	No. Of Respondents	Percentage
Increased greatly	55	45.8
Increased moderately	35	29.2
No change	30	25
TOTAL	120	100

**VISUAL APPEAL OF ADVERTISEMENTS**

Particulars	No. Of Respondents	Percentage
Excellent	46	38.3
Good	42	35
Average	20	16.7
Poor	12	10
TOTAL	120	100

**OVERALL SATISFACTION TOWARDS BUS SHELTER ADVERTISEMENTS**

Particulars	No. Of Respondents	Percentage
Highly satisfied	34	28.3
Satisfied	52	43.3
Neutral	20	16.7
Dissatisfied	14	11.7
TOTAL	120	100

**V.FINDINGS:**

- Majority of the respondents considered bus shelter advertisements attractive and attention-grabbing.
- Most respondents felt that bus shelter advertisements are effective in creating brand awareness.
- Creative designs and visual appeal highly influence customer interest towards advertisements.
- Respondents stated that continuous visibility of advertisements improves brand recall.
- A large number of respondents were satisfied with the overall effectiveness of bus shelter advertisements.
- Strategic placement of advertisements in busy locations increases public attention.
- Poor maintenance and overcrowding of advertisements reduce advertisement effectiveness.
- Clear and informative advertisement messages positively influence consumer perception.

**VI. SUGGESTIONS**

- Advertisers should use creative and visually attractive designs to improve public attention.

- Advertisements should contain simple, clear, and informative messages for better understanding.
- Proper location selection should be given importance to reach the target audience effectively.
- Regular maintenance of advertisements should be carried out to maintain visual quality and brand image.
- Digital and illuminated displays can be used to improve visibility during day and night.
- Overcrowding of advertisements should be avoided to maintain advertisement effectiveness.
- Advertisers should conduct regular market research to understand customer preferences.
- Attractive colors, innovative themes, and high-quality visuals should be used to improve brand recall.
- Advertisements should focus on products and services relevant to commuters and local audiences.

## VII.CONCLUSION

The study on the effectiveness of bus shelter advertising at Times Innovative Media Limited, Chennai, reveals that bus shelter advertising is an effective outdoor promotional medium for creating public awareness and influencing consumer behavior. The continuous visibility and strategic placement of advertisements in busy public locations help attract commuters, pedestrians, and travelers effectively.

Creative designs, attractive visuals, and clear messages play a major role in increasing advertisement effectiveness and improving brand recognition among consumers. The study also shows that bus shelter advertisements contribute to customer awareness, product promotion, and market presence.

However, factors such as poor maintenance, lack of creativity, and overcrowding of advertisements may reduce their impact. Therefore, advertisers should focus on innovative advertisement strategies, proper location selection, and effective communication methods to improve advertisement performance.

Overall, bus shelter advertising serves as a valuable marketing communication tool that supports business growth, customer engagement, and brand development.

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