

## **Implementation of “Implementation of “Project Udaan” to increase Market Share of Washer category with reference to Whirlpool of India Ltd”**

**Mr. SURAJ GUPTA, Dr Anita Choudhary, Mr. Mandeep Singh**

1. MBA (Marketing), NIMS University, Jaipur, India
2. Associate Professor, NIMS University, Jaipur, India
3. MBA (Marketing), NIMS University, Jaipur, India

E- mail Id: - 1. [surajgupta18434@gmail.com](mailto:surajgupta18434@gmail.com)

2. [anita.ch@nimsuniversity.org](mailto:anita.ch@nimsuniversity.org)

3. [mandeepsingh1official@gmail.com](mailto:mandeepsingh1official@gmail.com)

### **ABSTRACT**

Hoarding behaviour has garnered increased attention from researchers and practitioners due to its significant impact on consumer behaviour, marketing strategies, and overall well-being. This research paper aims to explore the multifaceted factors that influence consumer attention towards hoarding and contribute to a deeper understanding of this phenomenon.

Consumer attention towards hoarding is a complex construct influenced by various individual, social, and environmental factors. This study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews, to investigate the determinants of consumer attention towards hoarding.

The research identifies key variables, including psychological factors (e.g., attachment, anxiety), sociocultural factors (e.g., peer influence, cultural norms), and environmental factors (e.g., advertising, accessibility), which all play a pivotal role in shaping consumers' attention towards hoarding. Furthermore, the study explores the interplay between these factors and their cumulative impact on hoarding behaviour.

The findings of this research contribute to the existing literature on consumer behaviour by shedding light on the nuanced aspects of hoarding and its antecedents. Insights derived from this study can be instrumental for marketers, policymakers, and mental health professionals in developing effective interventions and strategies to address hoarding-related issues and promote healthier consumer choices.

Understanding the factors that drive consumer attention towards hoarding is essential for creating informed strategies to mitigate excessive consumption, reduce waste, and foster sustainable consumer behaviour. ours in today's consumer-centric society. This research paper offers valuable insights into this critical area, fostering a more comprehensive understanding of hoarding and its implications for both individuals and society at large.

## 2. INTRODUCTION

In today's hyper-competitive marketplace, capturing the fleeting attention of consumers has become increasingly challenging for marketers and advertisers. As consumers are bombarded with a constant stream of information and advertisements from various media channels, it has become crucial for advertisers to identify and leverage effective means of attracting and retaining consumer attention. One such means is hoarding, a traditional yet enduring form of out-of-home advertising.

Hoarding, also known as billboard advertising, is a prominent feature of urban landscapes worldwide. These large, attention-grabbing displays are strategically placed along highways, busy streets, and public spaces to reach a broad audience. However, the effectiveness of hoarding advertisements in capturing and maintaining consumer attention depends on a multitude of factors.

This study seeks to delve into the factors that influence consumer attention towards hoarding advertisements. By understanding these factors, advertisers can optimize their campaigns to increase their impact and return on investment. To guide our exploration, we will consider the following key factors:

**Visual Design:** The aesthetic appeal and creativity of hoarding design are fundamental in attracting consumer attention. Elements such as color schemes, graphics, and typography can significantly influence how consumers perceive and engage with hoarding advertisements.

**Location:** The placement of hoarding ads is crucial. High-traffic areas and strategic positioning can enhance visibility and exposure, increasing the likelihood of capturing consumer attention.

**Message Relevance:** Hoarding advertisements must convey a message that resonates with the target audience. Understanding the demographics, interests, and needs of the local population is essential in crafting relevant messages.

**Timing:** The timing of hoarding campaigns can impact attention. Seasonal or time-sensitive advertisements may be more effective at capturing consumer interest.

**Cognitive Load:** Factors like information overload and distractions can impede consumer attention. Hoarding advertisements should aim to simplify messages and facilitate quick comprehension.

**Emotional Appeal:** Emotional content has been shown to capture attention effectively. Hoarding ads that evoke emotions or tell compelling stories can engage consumers on a deeper level.

**Interactivity:** Interactive aspects in some hoarding advertisements, such as QR codes or augmented reality features, can increase engagement and attention.

By examining these factors, this study aims to provide insights into the dynamics of consumer attention towards hoarding advertisements. The findings will serve as a valuable resource for advertisers and marketers seeking to optimize their hoarding campaigns in an era where capturing and retaining consumer attention is paramount for business success.

### **literature review**

Burton (1993) conducted a study to investigate the impact of billboards on driver reaction times. The study involved 50 drivers who were asked to drive a simulated car along a straight road. The drivers were exposed to billboards at different distances from the road, and their reaction times were measured. The results showed that drivers' reaction times were significantly slower when exposed to billboards than when driving without them. The study concluded that billboards can be a significant distraction to drivers and may compromise road safety.

Another study by Kwok et al. (2003) investigated the impact of billboards on drivers' attention to the road. The study involved 24 participants who were asked to drive a simulated car on a highway while being exposed to different types of billboards. The results showed that the billboards diverted drivers' attention away from the road, leading to reduced driving performance. The study suggested that billboards may contribute to driver distraction and compromise road safety. Chan (2011) conducted a study in Hong Kong to investigate residents' perceptions of billboards as a form of visual pollution. The study involved a survey of 1,000 residents, who were asked to rate the impact of billboards on the beauty of the city. The results showed that residents perceived billboards as a form of visual pollution and felt that they detracted from the beauty of the city.

Similarly, a study conducted in Greece by Tsiotsou et al. (2004) investigated the impact of billboards on the natural beauty of the landscape. The study involved a survey of 250 residents, who were asked to rate the impact of billboards on the aesthetic quality of the landscape. The results showed that billboards were perceived as a form of visual pollution that detracted from the natural beauty of the landscape.

Heatherton et al. (1991) conducted a study to investigate the impact of billboards featuring images of thin and attractive women on women's self-esteem. The study involved 28 female

participants who were exposed to billboards featuring images of thin and attractive women. The results showed that exposure to the billboards led to decreased self-esteem among female viewers.

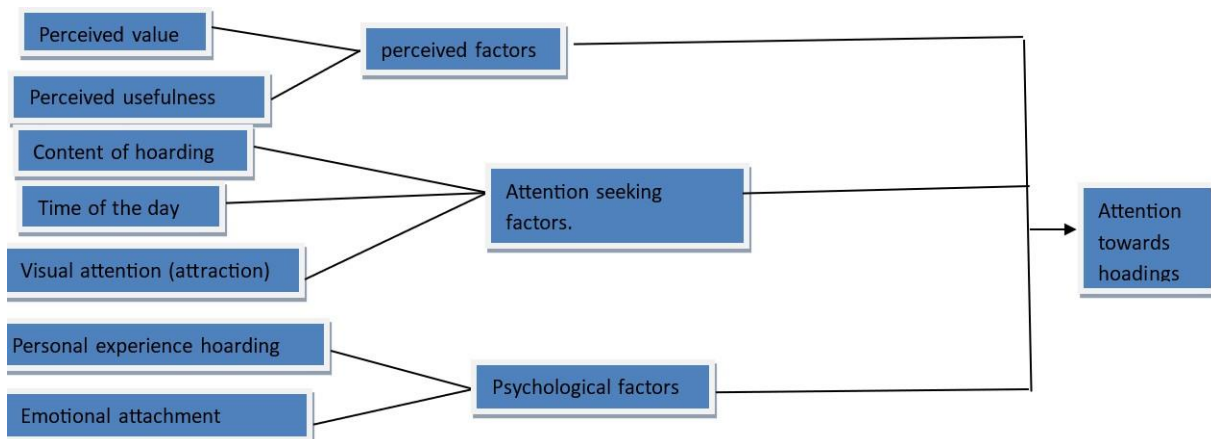
Another study by MacKerron and Mourato (2013) investigated the impact of billboards on well-being. The study involved a survey of 21,000 people, who were asked to rate their well-being in relation to the presence of outdoor advertising. While there has been a significant amount of research conducted on the nuisance value of billboards and hoardings, there are still some gaps in the literature that warrant further investigation.

**Visual Pollution:** Billboards and hoardings have also been criticized for their visual pollution. A study conducted in Hong Kong found that residents perceived billboards as a form of visual pollution and felt that they detracted from the beauty of the city (Chan, 2011). Similarly, a study conducted in Greece found that billboards were perceived as a form of visual pollution that detracted from the natural beauty of the landscape (Tsiotsou et al., 2004).

**Psychological Impact:** Billboards and hoardings have been shown to have a psychological impact on people as well. One study found that exposure to billboards featuring images of thin and attractive women led to decreased self-esteem among female viewers (Heatherton et al., 1991). Another study found that people who lived in neighbourhoods with high levels of outdoor advertising reported lower levels of well-being and happiness (MacKerron and Mourato, 2013).

### OBJECTIVE

- 1 Identify the factors that influences consumer attention towards hoarding.
- 2 To find out the most influencial factor that draws consumer attention towards hoarding.



**Perceived Value -Scarcity:** When consumers perceive a product or item to be scarce or limited in availability, it can increase their attention and desire to hoard it. Limited editions, exclusive offers, or products with a high demand but low supply can create a sense of urgency and drive consumers to pay more attention.

**Emotional attachment:** Consumers often develop emotional attachments to certain products or brands. These emotional connections can lead to a higher level of attention and a desire to hoard items associated with those emotions. For example, collectors may be highly attentive to acquiring items that have sentimental value or evoke nostalgia.

**Perceived Usefulness**

1. **Media Influence:** Media plays a significant role in shaping consumer behaviour and attention. If the media highlights or emphasizes the importance of hoarding certain items, consumers may perceive hoarding as useful and pay more attention to it. Media coverage can create a sense of urgency and amplify the perceived usefulness of hoarding.

2. **Social Influences:** Consumer attention towards hoarding can also be influenced by social factors. For example, if individuals observe their peers or social networks engaging in hoarding behaviours, they may be more likely to pay attention and perceive it as useful. Social norms and pressure can contribute to the perception of usefulness and attention towards hoarding.

**Content of Hoarding**

1. **Placement and Location:** The positioning and location of hoarding content play a crucial role in grabbing consumer attention. Hoardings placed in high-traffic areas, such as busy streets, shopping centres, or near popular landmarks, are more likely to be noticed and remembered by consumers.

2. **Message Clarity:** Clear and concise messaging is essential to convey the intended information effectively. Hoarding content that communicates a clear message, whether it's about a product, service, event, or brand, is more likely to capture consumer attention.

**Time of the day**

1. **Rush Hour/Peak Traffic:** During peak traffic or rush hour periods, when people are commuting to work or returning home, hoarding advertisements are more likely to capture consumer attention. The increased volume of people passing by increases the chances of hoardings being noticed.

2. **Morning and Evening Commute:** Many people are more alert and attentive during their morning and evening commutes. Hoardings displayed along busy roads or near public transportation stations during these times have a higher likelihood of catching the attention of commuters.

**Visual attention**

1. **Contrast and Colour:** Hoardings that utilize high contrast colours or bold colour combinations tend to attract attention. Vibrant and contrasting colours can make the hoarding stand out from its surroundings and capture the viewer's eye.

**Size and Scale:** The size and scale of the hoarding can impact visual attention. Larger hoardings have a higher chance of being noticed and can dominate the visual landscape, while smaller hoardings may require closer proximity for effective viewing.

Personal experiences hoarding 1. Previous Exposure: If consumers have had positive or memorable experiences with hoarding advertisements in the past, they may be more inclined to pay attention to hoardings in the present. Positive experiences can create a positive association with hoardings, increasing the likelihood of engagement.

2. Relevance to Needs and Interests: Consumers are more likely to pay attention to hoardings that align with their needs, interests, or aspirations. If the hoarding content is relevant to their current situation or offers solutions to their problems, they are more likely to engage with it.

Emotional Attachment 1. Personal Relevance: Consumers are more likely to pay attention to products or objects that hold personal significance or emotional value to them. If an item evokes sentimental memories or carries emotional significance, it can capture and hold their attention.

2. Emotional Appeal: Emotional appeal plays a crucial role in capturing consumer attention. Products or marketing campaigns that evoke strong emotions such as happiness, nostalgia, or empathy are more likely to grab consumers' attention and create an emotional attachment.

Influence Factor 1. Social Proof: Consumers are often influenced by the behaviour and choices of others. If they see that others are hoarding or placing importance on certain items, it can create a sense of urgency or a fear of missing out (FOMO). This can drive their attention towards hoarding those items as well.

2. Scarcity and Limited Availability: The perception of scarcity can significantly impact consumer attention. When consumers believe that certain items are limited in quantity or availability, they may pay more attention to them and feel a stronger desire to hoard or stock up on them.

Specification 1. Price and Value Proposition: The price and perceived value of an item can influence consumer attention. Consumers may pay more attention to hoarding items that offer a favourable price-to-value ratio, such as discounted or value-packed products. A perceived good deal or cost-saving opportunity can capture their attention.

2. Personal Needs and Circumstances: Consumer attention towards hoarding specific items can also be influenced by personal needs and circumstances. For example, individuals with specific dietary requirements may pay more attention to hoarding items that meet their dietary restrictions. Similarly, consumers facing unique circumstances or challenges may prioritize hoarding items that address their specific needs.

Psychological Factor 1. Fear and Anxiety: Fear and anxiety can significantly influence consumer attention towards hoarding. When individuals feel threatened or anticipate future shortages or uncertainties, they may pay more attention to hoarding to alleviate their fears and anxieties.

2. Loss Aversion: Loss aversion refers to the tendency for individuals to be more motivated by avoiding losses than by acquiring gains. In the context of hoarding, consumers may pay attention to hoarding items because they fear missing out on opportunities or losing access to those items in the future.

Consumer Satisfaction 1. Organizational Tactics: The tactics employed by organizations, such as limited time offers, discounts, or promotions, can influence consumer attention towards hoarding.

These tactics can create a sense of urgency or fear of missing out, driving consumers to pay attention to hoarding to take advantage of the perceived benefits or savings.

Post-Hoarding Satisfaction: Consumer attention towards hoarding can also be influenced by the satisfaction derived from previous hoarding experiences. If consumers have experienced positive outcomes from hoarding in the past, such as convenience, cost savings, or emotional fulfilment, they may pay more attention to hoarding to replicate or maintain that satisfaction.

### **Research methodology –**

The conducted research is analytical while also being speculative. Data from both primary and secondary sources were acquired. A standardised questionnaire that was sent using Google Forms among undergraduate and graduate students, as well as working adults around the country, was used to collect primary data. The measure was created using a Likert scale with seven possible responses. Utilising reference materials, articles from national and international journals with a high degree of citation, websites, and past brand memory, the publicly accessible data was produced. The sample for the study consisted of 131 students enrolled in undergraduate or graduate programmes or working adults. Go-getter and Snowball Sampling were utilised to get data from responders because the population was infinite in size. There were adjustments made to the instrument. Both central and local editing were used to modify incomplete questions. Paper was used to present the data after it had been arranged, tabulated, and compressed.

### **Data Analysis Descriptive Statistics-**

**Descriptive Statistics** The data related to the demographics was collected to find the distribution of samples across Gender, Age, Different type of hoarding.

<b>Gender</b>	<b>Frequency</b>	<b>percentage</b>
<b>Male</b>	74	56.9
<b>Female</b>	56	43.1
<b>Total</b>	131	100

**Correlations**

Age	Frequency	percentage
18-25	104	80
26-35	13	10
36-45	8	6.2
46-55	4	3.1
56 and above	1	0.8
<b>Total</b>	<b>131</b>	<b>100</b>

**Correlations**

		Attention towards hoardings (Dependent variables)	Attention seeking factors.
Attention towards hoardings(Dependent variables)	Pearson Correlation	1	.897**
	Sig. (2-tailed)		<.001
	N	132	132
Attention seeking factors.	Pearson Correlation	.897**	1
	Sig. (2-tailed)	<.001	
	N	132	132

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

**Correlations**

		Attention towards hoardings (Dependent variables)	perceived factors
Attention towards hoardings(Dependent variables)	Pearson Correlation	1	.545**
	Sig. (2-tailed)		<.001
	N	132	132
perceived factors	Pearson Correlation	.545**	1
	Sig. (2-tailed)	<.001	
	N	132	132



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

**Correlations**

		Attention towards hoardings (Dependent variables)	Psychological factors
Attention towards hoardings(Dependent variables)	Pearson Correlation	1	.452**
	Sig. (2-tailed)		<.001
	N	132	132
Psychological factors	Pearson Correlation	.452**	1
	Sig. (2-tailed)	<.001	
	N	132	132

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

**Regression**

**Variables Entered/Removed<sup>a</sup>**

Variables Model	Entered	Variables Removed	Method
1	Psychological factors, Attention seeking factors. , perceived Factors <sup>b</sup>		Enter

a. Dependent Variable: Attention towards hoardings (Dependent variables)

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904 <sup>a</sup>	.817	.813	.544

a. Predictors: (Constant), Psychological factors, Attentionseeking factors. , perceived factors

**ANOVA<sup>a</sup>**

Model Squares		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.637	3	56.546	190.927	<.001 <sup>b</sup>
	Residual	37.909	128	.296		
	Total	207.545	131			

a. Dependent Variable: Attention towards hoardings (Dependent variables)

b. Predictors: (Constant), Psychological factors, Attention seeking factors. , perceived factors

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.373	.158		-2.358	.020
	Attention seeking factors.	.648	.036	.826	18.213	<.001
	perceived factors	.070	.026	.125	2.712	.008
	Psychological factors	.016	.036	.019	.427	.670

a. Dependent Variable: Attention towards hoardings (Dependent variables)

## FINDINGS

1. Among all the respondents 56.9% were Male while 43.1% were Female. **80%** of respondent were 15-25, while 10% were 26-35 ,6.2% were 36-45,3.1% were 46-55,1% were 56 and above.
2. There was a positive correlation Between Attention towards hoardings and Attention seeking factors
3. There was a positive correlation Between Attention towards hoardings and Perceived factors
4. There was a positive correlation Between Attention towards hoardings and Psychological factors

## SIGNIFICANCE OF STUDY

The study's significance lies in shedding light on the factors that drive consumer attention towards hoarding, contributing to improved mental health support, consumer behavior insights, and addressing social and environmental impacts.

## CONCLUSION

study has shed light on the complex aspects that affect consumers' perceptions of hoarding. Our research reveals the psychological and behavioural roots of hoarding, which can help in the creation of successful intervention plans and mental health care. Insights acquired can also be used to improve hoarding victims' quality of life by guiding public policy, reducing negative social and environmental effects, and developing marketing and consumer behaviour initiatives. To continue understanding the complexity of hoarding behaviour and its wider societal ramifications, more research in this area is necessary.

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