



DOES SIZE OF AN ADVERTISEMENT EFFECT IN RECALL VALUE- TRAIN WRAPS VS INSIDE METRO ADVERTISEMENT IN DELHI METRO

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Abstract

This study explores if the size of an advertisement helps in recall value of an advertisement. The researcher wants to determine if size of an advertisement effects the recall value. For this purpose, two types of advertisements were chosen. Firstly, the train wraps and other is advertisement used inside the Delhi Metro. In this endeavour to discern the effectiveness of big advertisement, questionnaire in the Google form were disseminated among college students. The colleges were targeted based on the metro connectivity. Students were asked to fill the forms in order to understand their views on different advertisement forms like train wraps vs advertisements done inside Delhi metro. During the research it was found that the size of an advertisement does play a positive role in recall value. Due to being in large in size it is hard to ignore the advertisement. But despite being large in size the recall value of Train wraps is less than the advertisements which are done inside the Delhi metro.

Keywords: Transit Advertising, recall, OOH, Delhi Metro, Train wraps, metro advertisement

1.Introduction

Advertising in the media has broadly two roles; one is to inform and another is to entertain (Katz, 2009). It informs the consumers and potential consumers about the goods and services are available in the market. And, along the way, it often entertains them with some additional information which could be humorous, witty, or clever or the use of creative pictures (Katz, 2009). People get to know about the launch of a product or service with the help of the media. Advertisers use an appropriate medium to disseminate their idea or thought of the product or service. It has become very easy to reach to the target masses with the help of advertising. And one such trending medium of advertising is transit advertising



Transit Advertising is one of the most common advertising methods in today's era. Today, people travel by public transport in greater numbers as compared before. The transformation in public transport has led to the growth of advertising needs among the advertisers. Now, advertising agencies are using extensive advertising methods in order to reach to people as many times as possible in this cluster of the advertising world. The study done in this literature review principally makes the following assertions: It starts with understating the meaning and concept of Transit Advertising and secondly it defines the terms recall and recognition value and their role in the consumer behaviour of Transit advertising.

Transit Advertising is defined as a kind of advertising which is done on transit or motion. It is done in 2 ways. Indoor transit advertising and Outdoor transit advertising. Indoor transit is advertisement that is done inside the vehicle and inside the transit shelters, while outdoor transit advertising is the one that is placed on the outer surface of transit and transit shelters. Kobliski (2005) says Transit Advertisements are the print ads that are placed on buses, trains and on bus stands and railway stations. It is part of OOH advertising which reaches to people in large numbers. (As per OAAAA <https://oaaa.org/AboutOOH/OOHBasics/HistoryofOOH.aspx> OOH companies offer an increasingly diverse selection of advertising formats including: billboards, street furniture, transit, alternative media, cinema, and digital place-based screens.)

Transit advertising has been one of the popular media to reach to masses. Advertising on buses, trains, bus stands, and train station are common. With the emerging of new technologies, new ideas are emerging to adapt and utilize those technologies in various ways. It is important because it provides high visibility for any product/ service. It is hard to ignore the advertisement that appears in front of you. But, in the cluster world of advertisement one advertisement takes place over another. Every day, the advertisers opt for new methods to attract the target audience in order to make their recognition and recall value of the product/service/brand strong so that it remains on the top of the mind of the consumers and potential consumers.

There are many advantages of outdoor advertising (Hassam, 2011) which are as follows:

24 hours a day – exposure to the public eyes

1. Attention space- while one is stuck in traffic
2. Flexibility- Can be located in any approved area
3. State of the art- the latest technology had made it creative.



4. Accessibility – cannot be put aside or turned off
5. Reach
6. Geographical Flexibility
7. Demographic Flexibility
8. Creative Flexibility
9. Location

Planned Behaviour Theory The Theory of Planned Behavior (TPB) started as the Theory of Reasoned Action in 1980 to predict an individual's intention to engage in a behavior at a specific time and place. The theory was intended to explain all behaviors over which people have the ability to exert self-control. The key component to this model is behavioral intent; behavioral intentions are influenced by the attitude about the likelihood that the behavior will have the expected outcome and the subjective evaluation of the risks and benefits of that outcome.

Historical Background of Study

Where transit advertising is growing rapidly in this era, there are many limitations attached to it as well.

Arens, Arens & Weigold (2008) have outlined some of the disadvantages, which are as follows:

1. Environmental Influence
2. Fleeting message
3. Audience Measurement
4. Control
5. Visual Pollution
6. Creative limitations
7. Little Audience Selectivity

Size of the Indian media and entertainment industry

Industry performance – Historical

Overall industry size (INR billion)	FY14	FY15	FY16	FY17	FY18	Growth in FY18 over FY17
TV	433.7	489.9	551.7	595.3	651.9	9.5%
Print	248.2	268.4	288.4	308.4	318.9	3.4%
Films	126.4	126.9	137.1	145.0	158.9	9.6%
Digital advertising	32.5	47.0	64.9	86.2	116.3	35.0%
Animation and VFX	41.0	46.5	53.2	62.3	73.9	18.6%
Gaming	20.3	24.3	27.6	32.4	43.8	35.1%
OOH	19.9	22.3	25.5	28.6	32.0	11.9%
Radio	17.2	19.8	22.7	24.0	25.9	7.9%
Music	8.5	10.2	11.2	12.6	14.4	14.7%
Total	947.6	1,055.1	1,182.3	1,294.7	1,436.0	10.9%

(KPMG, 2018(a), p.10)

KPMG presented a layout giving the past performances of industry size of Indian media and entertainment industry. OOH segment grew by 11.9 per cent in 2018 to reach Rs. 32.8 billion (KPMG, 2018(b), p.10). This growth was aided by advertisement expenditure from State and Central Governments, e-commerce and technology players.

Industry performance – Projected

Overall industry size (INR billion)	FY19	FY20	FY21	FY22	FY23	CAGR % (2018-2023)
TV	746.4	855.3	959.1	1,066.6	1,179.6	12.6%
Print	338.5	357.8	378.6	400.8	424.9	5.9%
Films	171.7	185.4	199.3	213.9	228.8	7.6%
Digital advertising	154.7	202.6	263.4	339.8	435.0	30.2%
Animation and VFX	86.7	100.9	116.8	133.5	151.8	15.5%
Gaming	55.4	70.9	84.7	103.3	118.8	22.1%
OOH	35.7	38.6	42.0	45.7	49.7	9.2%
Radio	28.3	31.8	34.8	38.8	42.1	10.2%
Music	16.6	19.1	22.1	25.6	29.6	15.5%
Total	1,633.9	1,862.5	2,100.7	2,368.0	2,660.2	13.1%

Source: KPMG in India analysis, 2018 based on primary and secondary research

Industry advertising revenues (INR billion)	FY19	FY20	FY21	FY22	FY23	CAGR (2018-2023)
TV	255.0	291.5	330.1	373.0	425.3	13.7%
Print	223.7	236.4	250.1	264.7	280.7	5.9%
Digital advertising	154.7	202.6	263.4	339.8	435.0	30.2%
OOH	35.7	38.6	42.0	45.7	49.7	9.2%
Radio	28.3	31.8	34.8	38.8	42.1	10.2%
Total	697.4	800.9	920.4	1,062.0	1,232.7	15.2%

(KPMG, 2018(b), p.11)

The OOH segment is expected to grow at a 9.2 per cent including parameters like Indian government’s smart cities’ campaigns, promotions of welfare schemes and with the expansion of airport network.

Industry performance - Historical

Overall industry size (INR billion)	FY15	FY16	FY17	FY18	FY19	Growth in FY19 over FY18	CAGR (FY15-FY19)
Digital*	47	65	86	121	173	43.4%	38.5%
TV	490	552	595	652	714	9.5%	9.9%
Print	268	288	308	319	333	4.5%	5.6%
Films	127	137	145	159	183	15.1%	9.6%
Animation and VFX	47	53	62	74	88	18.7%	17.2%
Gaming	24	28	32	44	62	41.6%	26.4%
OOH	22	26	29	32	34	5.0%	11.2%
Radio	20	23	24	26	28	6.2%	8.6%
Music	10	11	13	14	17	15.3%	13.0%
Total	1,055	1,183	1,295	1,440	1,631	13.2%	11.5%

Source: KPMG in India analysis, 2019

*Beginning FY18, the OTT video and audio subscription revenues are being recognized under the digital segment. Prior to FY18, the OTT video and audio subscriptions were nominal

Advertising - Overall industry size (INR billion)	FY15	FY16	FY17	FY18	FY19	Growth in FY19 over FY18	CAGR (FY15-FY19)
Digital advertising	47	65	86	116	160	37.6%	35.8%
TV	160	184	203	224	251	12.1%	11.9%
Print	180	192	204	211	221	5.0%	5.3%
OOH	22	26	29	32	34	5.0%	11.2%
Radio	20	23	24	26	28	6.2%	8.6%
Total	428	490	547	609	693	13.9%	12.8%

Source: KPMG in India analysis, 2019

(KPMG, 2019 (c), p.12)

Segment Size – Overall Revenues (INR billion)	FY20	FY21P	FY22P	FY21 Growth/ Decline	FY22 growth over FY21
Digital and OTT	218	254	338	17%	33%
TV	778	708	769	-9%	9%
Print	306	188	296	-38%	57%
Films	183	61	182	-67%	196%
Animation, VFX and post-production	101	49	77	-51%	56%
Gaming	90	99	143	10%	45%
Out of home	31	16	28	-49%	77%
Radio	25	12	17	-50%	40%
Music	19	14	17	-25%	16%
Total	1,751	1,402	1,866	-20%	33%

Source: KPMG in India analysis, 2020, based on primary and secondary research

Segment size – Advertising revenues (INR billion)	FY20	FY21P	FY22P	FY21 Growth/ Decline	FY22 growth over FY21
Digital and OTT	199	223	292	12%	31%
TV	262	217	258	-17%	19%
Print	198	107	186	-46%	73%
Films	11	4	7	-65%	100%
Out of Home	31	16	28	-49%	77%
Radio	25	12	17	-50%	40%
Total	726	579	789	-20%	36%

Source: KPMG in India analysis, 2020, based on primary and secondary research

(KPMG, 2020 (d), p.10)

1.1 Current Status and Latest Trends

The Delhi Metro Rail Corporation Limited (DMRC) was founded on May 3, 1995. Between Shahdara and Shahdara, the DMRC opened its first corridor.

The metro network in Delhi NCR consists of over 389 km with 285 stations spread across 12 lines and 15 depots. This includes the 29.7 km long Aqua Line of Noida Metro Rail Corporation Limited (NMRC) and 12 km long Rapid Metro Corridor of Haryana Mass Rapid Transport Corporation. the metro network now has 28 interchange stations, and with the increased scope and convenience of traveling by metro in all directions of the NCR, passenger journeys total about 6 million a day.

Delhi Metro Rail Corporation (DMRC) presently operates following line-

1. Red Line (Shaheed Sthal (New Bus Adda) - Rithala)
2. Yellow Line (Samaypur Badli - HUDA City Centre)

3. Blue Line (Dwarka Sector 21 - NOIDA Electronic City/Vaishali)
4. Green Line (Brigadier Hoshiyar Singh - Inderlok/Kirti Nagar)
5. Violet Line (Kashmere Gate - Raja Nahar Singh)
6. Pink Line (Majlis Park Mayur Vihar Pocket -1) & (Trilokpuri- Sanjay Lake to Shiv Vihar)
7. Magenta Line (Janakpuri West - Botanical Garden)
8. Airport Metro Express Line - AMEL (New Delhi-Dwarka Sector 21)
9. Grey Line (Dwarka to Najafgarh)

Currently, Delhi metro has a fleet of 336 train sets, comprising of 181 six-coach trains, 133 eight-coach trains and 22 four coach trains. As per an article published in Times of India on 5th of April 2021, Delhi metro is expected to convert its remaining fleet of 6 coach trains into 8 coach trains by adding 120 additional coaches on Red line, Yellow, Blue line lines. This is to done to increase the passenger carrying capacity of the network.

It demonstrates how the metro network is making commuting in Delhi NCR easier.

Subject to the Hon'ble Supreme Court's ruling, the Company has determined that, under the provisions of OAP2017, the rate of revenue share from the aforementioned outdoor advertising contract has been set at 35 percent for all civic agencies, and revenue is being shared from said contracts @ 35 percent with all civic agencies of Delhi as of 01.04.2013.

Aside from the above contracts, it has also been agreed to share a percentage of the outdoor advertising portion of Co-branding contracts and Tripods built in civic agencies jurisdiction with the concerned civic agencies of Delhi.

In response to an RTI query filed by The Hindu, the data provided by DMRC states that it saw ridership of 3.29 lakh (11%) as compared to the 29.66 lakh same month last year.

In 2014 DMRC has allowed train wraps for the first time, eg. communications were trusted with an exclusive contract for the same, for 10 years (2014-2024) for line 2, (2020-2029) for line 3 & 4, (2016-2026) for line 5.

eg. communications entered in Metro Station advertising on Line 2 (Rajiv Chowk to Samaypur Badli) in year 2018.

The rapid expansion of Delhi metro lines has been a boon to advertisers by providing them one of the biggest platforms to reach out to millions of people in a single day. The mode of advertisement

through DMRC has blossomed into creative ways, from train wraps to co-branding, Delhi metro has done all.

As the network is vast, the concept of co-branding gives boosts in the visibility by reaching to mass in an easy readability atmosphere. Co-branding not only adds colours to the stations but also establishes its name on the lips of commuters resulting in increasing brand image for longer run.

According to Anjum Tanwar, Vice President, Brandscope (A part of Posterscope India) Metro is emerging as the second most important format in the transit media category. The major advantage of Metro media is the dwelling time inside the metro train as well as stations. There's decent demand for this media from clients in certain categories like Retail, M & E, etc. However, despite the huge potential that this particular form of infrastructure holds, just depending upon the metro rail without an overall plan would not make any sense”.

1.2 Research Questions

1. Does size of an advertisement play any role in recall and recognition value.
2. Is recall and recognition value of Train wrap more than inside ads?

1.3 Research Objectives

1. To determine if size of an advertisement play any role in recall and recognition value.
2. To determine if train wrap advertisement has more recall and recognition value than advertisements done inside metro.

1.4 Review of Literature

There are many factors which influences the effectiveness of the transit advertising. One factor that helps in increasing the effectiveness of the transit advertising is the awareness. People who are aware of the advertisement tend to buy the product or at least try the product as compared to the ones who are not aware of the advertisement (Zin & Hassanuddin, 2014).

Zin & Hasanuddin (2014) studied the influence of awareness and perception on the receptivity and effectiveness of transit advertising. By using the Proportionate Stratified Random Sampling, sample was collected by location of the LRT stations. At the 9 selected LRT (Light Rail Transit) stations, a questionnaire was distributed randomly among the respondents. Descriptive analysis was used to check the factors that influence users' awareness by using the Pearson Chi-Sq test. Logistic regression was used to find the relationship between awareness and perception with receptivity. The research done by Zin & Hasannudin (2014) recommended that the transit

advertisements should be more colourful and well positioned and the message should be designed keeping the word limit in mind. Though, the researcher did not discuss the kinds of words that should be used to gain the attention of the viewer.

Internationally, many studies have been done by the anthropologists to examine the effects of advertising which shapes the cultural and ideologies (Malefy and Morais, 2010). According to Malefy & Morais(2010) the key goal of advertising is to create a particular relation between ideas and things. Many anthropologists across the world are exploring the details of interactions among advertisers, local consumers and global forces through ethnographic investigation.

The advertising design also plays an important role in the effectiveness of an advertisement. It should be such that it leads to an increase in the positive value and aesthetic level. One such creative study was done by Pryshchenko (2019) to characterize art-aesthetic problems of advertising design (AD). In the study, Pryshchenko (2019) analysed the advertising graphics (AGs) as a design components and forms social-cultural communications. The visual elements are perceived faster than the verbal language. Pryshchenko (2019) conducted a study on creative technologies in the context of AD. On the basis of the study practical recommendations were formulated like AGs must be included and understood as an integral part of the advertising design, Cultural and historical development of advertising must be taken into account for the practical activities and creative advertising technologies like metaphor, hyperbole (It is used in advertising to exaggerate the positive characteristics of product or service to increase expressiveness and emphasizes the original advertisement), association, metonymy (Metonymy is a figure of speech in which a thing or concept is referred to by the name of something closely associated with that thing or concept) and allegory (An allegory is a complete narrative that involves characters and events that stand for an abstract idea or event.) must be used. The limitation being that AGs as a product of culture is a wide context and not everything has been included and studied in the research conducted by Pryshchenko (2019).

2. Rationale of the present study:

This study explores that if being big in size has any effect on the recall and recognition value of the travellers. With this study the researcher wants to explore if the size of an advertisements helps in attracting large audience by increasing recall value of an ad.

3. Research Design and Methodology

3.1 Hypothesis Testing

H1: Yes, size of an advertisement plays a role in recall value

H2: Recall value of Train wrap is more than other advertisements done inside metro trains due to being large in size.

3.2 Methodology

To conduct the present study Quantitative method was employed. Forms were filled by 120 respondents through Google forms. 10 colleges were approached out of which only 3 colleges agreed to distribute the questionnaire among their students.

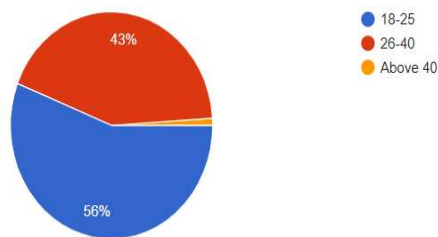
- JIMS, Vasant Kunj
- IP Universtity, Dwarka
- Trinity, Dwarka

Reason to approach these college was Metro connectivity. Through Purposive sampling method, 40 respondents from each 3 colleges were asked to fill the forms.

4. Data Presentation

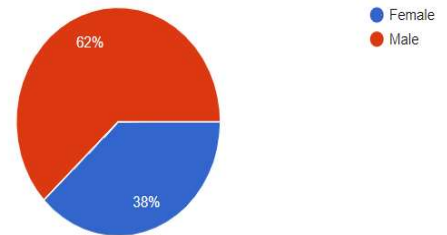
4.a Classification of respondents on the basis of Age

Age (In years)
100 responses



4.b Classification of respondents on the basis of Gender

Gender
100 responses



4.1 How frequently did you travel in Delhi metro before lockdown?

Response	Frequenc y	Percentage
Everyday	44	44%
More than once in a week	13	13%
Once a week	12	12%
Once in a while	13	13%

Once or twice in a month	18	18%
Grand Total	100	100%

Source: Data collected, and table prepared by researcher

44% of the respondents travels everyday followed by 18% respondents travel once or twice in a month. 13% travel more than once in a week, 13% travel once in a while and lastly 12% travel once in a week.

4.2 What used to be the major purpose of travel before lockdown?

Response	Frequency	Percentage
For any other purpose	10	10%
Going for shopping	12	12%
Going to college	34	34%
Going to office	27	27%
Visiting family, friends and relatives	17	17%

Source: Data collected, and table prepared by researcher

34% of the respondents said that the major purpose of travel was going to college followed by 27% who said the purpose was Going to office.

4.3 Did you ever notice Train wrap on Metro trains?

Response	Frequency	Percentage
No	23	23%
Yes	77	77%
Grand Total	100	100%

Source: Data collected, and table prepared by researcher

77% responded positively that they noticed train wrap while travelling while 23% said they did not notice it.

4.4 Did you ever notice any advertisement inside the metro?

Response	Frequency	Percentage
Maybe	5	5%
No	1	1%
Yes	94	94%
Grand Total	100	100%

Source: Data collected, and table prepared by researcher

94% responded positively that they noticed inside metro ads while travelling while 5% said they may have noticed and 1% denied seeing any such.

4.5 Which one of the following two advertisements did you notice the most while traveling?

(Image clipping)

Response	Frequency	Percentage
On metro-Train wrap	36	36%
Inside metro advertisement	64	64%
Grand Total	100	100%

Source: Data collected, and table prepared by researcher

64% of the respondents said they have seen inside metro advertisements more than the train wraps and 36% of the respondents said that they have seen train wraps more than inside metro ads.

4.6 What attracts you the most in the following train wrap? (video clipping)

Response	Frequency	Percentage
Size of the advertisement	55	55%
Brand name	14	14%
Overall creativity	24	24%
Colour scheme	7	7%
Grand Total	100	100%

Source: Data collected, and table prepared by researcher

55% respondents said that they like the size of an advertisement followed by 24% of the respondents said that they liked the overall creativity of the train wrap.

4.7 What are your views of the train wrap advertisement you just saw? (Video clipping)

Response	Frequency	Percentage
Can only understand the name of the brand	24	24%
Cannot understand anything at all in the advertisement	11	11%
The brand and its message were clear	38	38%
Visuals were appealing but could not understand the message	27	27%
Grand Total	100	100%

Source: Data collected, and table prepared by researcher



38% of the respondents said that the brand and its message were clear, 27% said that the visuals were appealing but could not understand the message whereas 24% said that they can only understand the name of the brand and 11% of the respondents said that they cannot understand anything at all in the advertisement.

5. Conclusion

The finding supports the H1 as during the research it was found that the size of an advertisement does play a positive role in recall value. Due to being in large in size it is hard to ignore the advertisement. The research does not support the H2 as despite being large in size the recall value of Train wraps is less than the advertisements which are done inside the Delhi metro. In conclusion, it could be said that for recall value only parameter like Size is not sufficient. Other parameters like repetition of an ad, time duration an ad is exposed for are also important. Hence, it is recommended for future researchers to explore these parameters in further studies.

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