

International Students' Perceptions of Printed Form of Outdoor Advertising

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ABSTRACT

Advertising is one of the most important elements in the promotion of products and services. Whether in developed or developing countries, advertising is the first tool used when companies want to promote their brands. Print advertising, broadcast advertising, out-of-home advertising, and new media advertising are all alternatives used by a company to reach their audience. Outdoor, transit, and kiosk advertising are specific types of out-of-home media advertising in practice today.

This research tries to analyze the impacts and aspects of out-of-home advertising in urban cities on the level of people's perceptions using the case study of Famagusta, North Cyprus. Since Famagusta is a university city, students from different nationalities constitute a significant percentage of the city's population. Salamis is one of the most important streets in Famagusta, which has changed drastically during the last decade. Since this street is a main access road for students attending the university, there are many shops and restaurants located on it. Outdoor advertising, therefore, is used by these companies to reach this population with their ads. Since companies are spending a lot of money for these advertisements, the main aim of this study is to measure the efficiency and effectiveness of these out-of-home advertising tactics on the international students' perception levels.

As the theoretical framework for this study, the communication theories of persuasion, perception, and visual attention were used. Quantitative methods and survey methodology were also used in this study. With the convenience sampling method, 350 international students from different age groups and educational levels

were chosen. These respondents were carefully selected to meet the requirements for participation in this study.

Keywords: international students, Famagusta, out-door advertising, perception

ÖZ

Reklam, bir ürünün veya hizmetin tanıtılmasında en önemli unsurlardan biri olmaktadır. Gelişmiş veya gelişmekte olan ülkelerde bile bütün şirketler ürünlerini ve hizmetlerini tanıtmak istedikleri zaman kullandıkları ilk tanıtım aracı reklam olmaktadır. Şirketler, kitlelere ulaşabilmek için basılı reklam, radyo-televizyon reklamcılığı, dış mekan reklamcılık veya yeni medya reklamcılığı gibi alternatifleri kullanabilmektedir. Açık hava, transit ve Kiosk reklam türleri dış mekan medya reklamları çeşitlerindedir.

Bu araştırma, dış mekan reklamlarının şehirlerdeki etkilerini ve reklamlar ile ilgili insanların algılarını ölçmeye çalışmaktadır. Araştırma, Kuzey Kıbrıs'ta bulunan Gazimağusa şehrinde bir pilot çalışma olarak yapılmıştır. Gazimağusa'nın bir üniversite şehri oluşundan dolayı öğrenci grubunun içerisinde yabancı uyruklu öğrenci sayısı önemli bir paya sahiptir. Salamis yolu Gazimağusa'nın en önemli bölgelerinden biridir ve son yıllarda çok değişim geçirmiştir. Bu yol, öğrencilerin güzergahlarında bulunduğundan dolayı, üzerinde bir çok kafe ve restoran bulunmaktadır ve bir çok şirket bu güzergahta dış mekan reklamlar kullanmaktadır. Bu şirketler dış mekan reklamlar için çok yüksek ücretler ödemektedir. Bu araştırma yabancı uyruklu öğrencilerin reklamlara yönelik algılarını ve etkilerini ölçmeye çalışmaktadır.

Bu çalışmada kuramsal çerçeve olarak, iletişim kuramlarından ikna etme, algı ve görsel dikkat kuramı kullanılmıştır. Nicel olarak yapılan bu çalışmada anket tekniği kullanılmıştır. Uygun örnekleme yöntemiyle farklı yaş grubundaki ve farklı eğitim

seviyesindeki 350 uluslararası öğrenci seçilmiştir. Katılımcılar bu çalışmaya katılmak için gerekli koşulları sağlayacak şekilde dikkatlice seçilmiştir.

Anahtar Kelimeler: Uluslararası öğrenciler, Gazimağusa, Dış mekan reklamcılığı, Algı

To God and my Lovely Family

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Chapter 1

INTRODUCTION

Visual images are reaching people's attention more easily than written documents because the visual images require less time for people to process than the written word. According to Bandler and Grinder (NLP Founders, Neurological Programming, 1979), two thirds of people understand their surroundings through images; the right brain processes images and captures the eye of the reader's eye in every way (Pasztor, 1998).

Sometimes the names of brands, the slogans, and the information of the products may easily be forgotten from the consumer side; however, the packaging or the logo of the brand could be memorable and difficult to forget. Coca-Cola Company is a good example of this. It is more than 100 years old and has adapted itself to various advertisements that may not have been remembered, but with its specific image of Coca-Cola bottles and format of writing, this brand name is never forgotten.

In fact, outdoor advertisements should consider these concepts. Advertisers should make efforts to use visual images that, at the right time, are placed in the best possible location for maximum viewing capability that will have the greatest impact on the consumer's mind.

These ads are embedded in places that are viewed by consumers, thus, they are superior to television advertising or digital advertising, which enables a consumer

with more viewing control. Such type of ads are more illustrative than other types of ads, the viewer can see it in a fraction of a second look while passing by on the street. Therefore, it is necessary that the message be clear, simple, the least amount of detail, and recognizable images and colors.

The correct message transfer speed is the most important point in environmental advertising. Therefore, it is better to transfer the advertisement message to the image, or if words are used, expressions are more effective than sentences.

Nowadays, outdoor advertising is one of the best advertising methods in the world in terms of attracting an audience, beautifying an area, and diversifying an urban space. In addition, it has a very low cost attached to it in comparison to television and other video media. Outdoor advertising can include the installation of banners, billboards, wall coverings, and any other method or means for attracting the attention of passersby on the street. Such advertisements have a great effect on the most crowded places that allow for maximum viewing exposure (Taylor, Franke & Bang, 2006).

Moreover, outdoor advertising is a tool used by urban executives in order to provide a municipality with an opportunity to beautify their urban spaces. It additionally works as an income for the municipality. It can cover the costs of many urban and city-related projects. In the world's major cities, various advertising spaces have been designed and built for revenue generation.

As advertising is a promotional element, outdoor advertising is a promotional method. It has been very useful in bringing advertisements to places where

traditional media have previously been deprived access, such as the streets and workplaces of their customers.

The design and implementation of an outdoor advertisement involve several different stages from beginning to end. Given the cost of producing an advertisement and the millions spent in the media budget, it is entirely natural for advertisers to want to ensure the efficiency and effectiveness of their advertisements.

1.1 Problem Statement

Although Cyprus is a small developing country, there are lots of international students receiving a university education. Cyprus is divided into North and South. North Cyprus has some limitations on the market because of the embargos there, so there are few national and international brands. As well as other markets, companies are doing some advertising campaigns. However, they do not measure the impact of advertising on people. An item that advertisers usually ignore is the ability to attract attention (Reinartz & Saffert, 2013).

Peripheral advertising, due to the viewer's ability to get and understanding the message, allows the advertisement to attract the attention of many audiences more than once. In business, convincing is a process that by changing speech or behavior, uses written or spoken words to convey information, feelings, reasoning, or a combination of them. Seeing how people respond to different tactics of persuasion allows us to see which method is the most effective. Moreover, measuring the effects of the people's perception of the advertising, according to the companies target markets, helps them to reduce their advertising fees. In addition, using the

right media at the right time is one of the inclinational factors that affect advertising campaigns (Snyder & DeBono, 1985, p.587).

The companies, according to their business and target markets, decide which advertising tactic is going to be most beneficial for the campaign's purpose. Since half of the population of the target market is the international student, companies should know about the Turkish language in Famagusta, North Cyprus, and use the right strategies to reach this audience.

1.2 Significance of Study

Ogilvy once said, "Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals" (Ogilvy on advertising).

In the era of technology and the supply of goods and services, having good management in marketing and advertising is important for success among business competitors. Outdoor advertising is one of the success factors of a product or service offering that can be advertised through advertisements. Today, advertising has become an industry and technology, and any company or organization that can succeed in it will have more market share. Outdoor advertising has taken on an international form, and companies are more than ever thought of crossing the borders of their countries and reaching global markets (Iveson, 2012). Companies are looking for new markets and selling their products in vast areas, therefore they are forced to advertise their products in these areas. "Probably the most important factor when creating an advertisement knows your target audience. Understanding the demographic, you are trying to sell to will enable you to make the best-suited advert for successful results.

Companies have to understand the needs and want of their target audience. Moreover, they are selling or promoting and ensure their advert is relevant in some way. “In producing an advert, they can be as creative and imaginative as they please, as long as it ticks the right boxes!” (Staton, 2016)

Therefore, one of the most important issues in advertising is the evaluation of the effectiveness of advertising. Although companies spend a lot of money to produced variety advertising, are they profitable to the extent that they bring the companies to their goals.

This study contributes to the company’s marketing in several ways. First of all, measuring and evaluating the effectiveness of advertising acts as a feedback and tells us what weaknesses and strengths our ads have. Secondly, by examining the effect of advertising on people and the reaction of people to advertising, companies can make changes in the budget of advertising, the form and content of messages and the type of media and communication channels, and even the time and conditions for the promotion. Thus, in the end, these types of data help agencies to have more creative and impressive advertising to reach people’s attention. To evaluate the effects of advertising, paying attention to behavioral, psychological, communication and sales factors is necessary (Donthu, Cherian & Bhargava, 1993).

Moreover, different location can be used for different products and different type of target audiences. For example, bus stations will most probably be one of the best locations for outdoor advertising. There are a lot of people who past it every day. Thus, ads will be widespread indicate. While this location can’t be used for the luxury product which the target audience is the business mans.

Finally, this research is going to discuss the effectiveness of outdoor advertising in North Cyprus to contribute literature review and be a guideline to the business.

1.3 Aim of the Study

As mentioned before in Famagusta as University City there are lots of international students with different culture and different language. Although most of the international students don't know Turkish language to speak and read, they don't understand Turkish language. However, most of the advertising languages are in Turkish language. Moreover, international students as a target market have the emotional or functional purchase behavior. The main research objective is assessing the difference of people perception with examine the motivating elements. This research will relevance the effectiveness of visual elements to the audience's attention. For this goal need to first of all, with the elimination of the language this research tries to find the motivation elements. A review of this differences helps to make sure that decisions are made in the future more reliable and accurate.

Secondly, research on outdoor advertising in Famagusta as city with international population is the effectiveness research, which involves evaluating and measuring the performance of advertising in two broad categories of communication effects and the economic effects of that advertisement in relation to its audience.

1.4 Limitations of the Study

Famagusta is a one of the Cyprus cities with 50,000 people population. Eastern Mediterranean University as one of the oldest universities in Cyprus is in this city. Students from different nationality constitute a significant percentage of the city populations. This thesis has focus on EMU forage students from 18 to 35 years old which Turkish language is not their first language within 2018.2019 fall semester.

Thus, the research methodology which will use for this study is quantitative methodology and survey method will in data collection process. Purposive random sampling method will be used while collecting data. Although there is variety of outdoor advertising, this thesis has focus on billboards, advertising on the body of taxis and city buses, Promotional Stands, Graffiti's, and kiosk.

1.5 Assumptions

The assumptions within this research include that:

- Companies give importance to advertising to reach their audience.
- In Famagusta, there are a lot of out-home-advertising.
- In Famagusta, there are a lot of international students living.

1.6 Research Questions

To improve the effectiveness of their advertising amongst audiences, organizations have sought to capture the attractiveness, attractiveness, and stimulus features of their advertising messages. In order to create a positive impact on the customer, advertising must be designed and implemented in a correct and logical way. For advertisements to have a positive impact on the audience, they must first and foremost capture the attention of the target audience. In the next stage, advertising must be attractive to promote the interest of target customers towards advertising. In the third step, advertising should encourage and encourage target customers to use the product or service, and ultimately, in the fourth step, to buy the product or service (Belch & Belch, 2004) but before the start this process, companies need to know:

RQ 1: How international students perceive outdoor advertising in Famagusta?

RQ 2: What kind of outdoor advertising media has been more persuasive for the international students in Famagusta?

RQ 3: Which businesses are aware more for international students in Famagusta?

RQ 4: Which visual elements of outdoor advertising get attention first for the international students in Famagusta?

RQ 5: What is the effect of billboards on international students' purchasing behavior?

RQ 6: How does gender attitude change from outdoor advertising?

1.7 Definition of Terms

Outdoor advertising: All ads displayed outside of a home, including billboards, exhibitions, or advertising on urban elements (Wells, Moriarty & Burnett. 2006).

Guerrilla advertising: An unconventional form of marketing, which often surprises the viewer. This type is associated with introductory events (Wells, Moriarty & Burnett. 2006).

Kiosks: This multi-purpose structure is designed to send messages publicly (Wells, Moriarty & Burnett. 2006).

Chapter 2

LITERATURE REVIEW

2.1 Consumer Behavior

“Half the money I spend on advertising is wasted; the trouble is I don't know which half” (John Wanamaker, 1838-1922).

Nowadays, customers are at the center of attention of companies and their satisfaction is the most important competitive factor between organizations. The exact identification of their expectations, desires, abilities and limitations in purchasing products, satisfying customers, and meeting their needs are more than ever considered by companies. In order to reach customers more effectively than other companies, there should be appropriate tools and tactics. One of the tools that have been widely considered by the thinkers is advertising and choosing the appropriate advertising style according to the buyer's tendency. The buyer's tendency to buy products is a good guide for marketers in designing marketing strategies and programs (Belch & Belch, 2014).

On the other hand, complex market conditions, the entry of new information technologies, continuous changes in competitive conditions, etc., have made it difficult to easily decide on the type of marketing strategy. There are many factors affecting the choice of marketing strategy, including the behavior of competitors and the willingness of customers. In this regard, consumer behavior is one of the key

factors that can play an effective role in choosing marketing strategies (Kelly, Lawlor & Odonohoe, 2005). What seems to happen when customers like an ad, they will probably love that brand, and the customer will be more prepared to buy that brand (Aaker, 1991). “Firms create brand equity by delivering quality products and by creating strong brand associations through appropriate communication and advertising strategies.¹ Brands have been widely acknowledged as having a financial value because they are able to generate future cash flows” (Rao, Agarwal & Dahlhoff, 2004).

2.1.1 Factors Influencing on Consumer Behavior

The purchasing decision process is influenced a few factors which the most important of them are:

Culture factors:

Cultural factors are one of the most important factors shaping the behavior and desires of the individual. Human behavior is mostly learned. When a person grows up in a continuation edition, the community learns fundamental values, perceptions, desires and behaviors from others. Human behavior is mostly learned. By culture, it can be perceived people’s individual perceptions of the social environment around them (Triandis, 1995). “In individualistic cultures such as those in some European countries and North America, individuals prefer independent relationships to each other, and individual goals take precedence over group goals. In contrast, people in Asia, Africa, and Latin America have an interdependent relationship with one another within a collectivity and group goals take precedence over individual goals” (Zhang & Gelb, 1996). It can be the reason, why in Cyprus as a country with Asian culture advertising, use local language.

Obviously, agencies prefer to apply collector's opinion. Note that marketers must always be in the position to anticipate new products that they would probably want to closely monitor cultural orientation. "Hackley draws the panoptic metaphor for advertising agency practice from the work of Foucault (1979), who described how the panoptic on functioned as a laboratory of experimentation and power within a society which through mechanisms of observation was able to penetrate into human behavior and exercise disciplinary power and control over individuals. The metaphor of the panoptic on applied to advertising agencies illustrates how they operate as laboratories of power and observation within culture and society, and through the mechanisms of consumer research knowledge exercise power and control over situated consumers" (Kelly, Lawlor & Odonohoe, 2005).

Social factors:

Each society has a form of social structure (values, beliefs, norms). Social classes were formed from regular and relatively stable parts of a community whose members share similar values, interests, and behaviors. It is not possible to define a social class with a single agent, for example income, but the social class is determined by a combination of factors, such as occupation, income, educational level, asset level, and other variables. Each social class has its own preferences in choosing a product and a particular brand of it (Zeng, Huang & Dou, 2009).

Consumer behavior is also affected by social factors. These are the social factors of the Small groups, family and social status and consumer role. (Hogg, Michael & Terry, 2000) Companies need to carefully consider these factors when formulating their marketing strategies, which underlies these reactions to consumer responses.

Personal factors

The decisions of a buyer are influenced by his personal characteristics. These characteristics include age, the stage of life, occupation, economic status, lifestyle, personality, and personal imagination.

Economic Situation: A person's economic situation has a significant impact on the selection of goods. Occupation affects the type of goods sold and services bought. A worker makes shoes, clothes, and dining equipment. His entertainment, therefore, can only be summarized in a bowling game. If a CEO has an expensive garment and footwear company, he travels by airplane, but is the buyer of a recreational boat. Marketers' goods that are highly sensitive to change in income closely monitor earnings, savings, and bank interest rates.

Creativity: David Ogilvy believes that creativity is a basic part of advertising "nothing is more efficient than creative advertising. Creative advertising is more memorable, longer, lasting, work with less media spending, and builds as fan community ... faster" (Reinartz & Saffert, 2013, p.107). Moreover, Charles F. Frazer examines that creativity strategy is not creative action or creative message, but creativity is the strategy of advertising agencies, which varies according to each brand. He poses an alternative strategy argument that is a creative strategy for every other marketer. In general, it is a set of conditions that a marketer faced (Frazer, 1983).

McStay argues especially with regard to promoting contemporary media and the potential for engagement with consumers, creativity in more advertising means thinking about advertising in the context of events, and not merely as texts

(O'Donohoe, 2013). In general, creativity can be considered as a tool for better viewing of advertisements in less time (Wilson, Baack & Till, 2015).

Personality: A distinct personality, whether male or female, affects his shopping behavior (Brumbaugh, 1993). A personality is a unique psychological set that results in a person's relatively stable reactions to his or her environment. Characters are usually based on features such as self-confidence, independence, change, dependency, creativity, etc. are defined. Many marketers use character-related concepts. A person's imagination or mental image is one of these concepts. The fact is that people's assets express their identity, in other words, "we have the same skills." Therefore, in order to understand consumer behavior, the market maker must first have the necessary knowledge about the relationship between personal perception and consumer assets brought up (Baker & Churchill, Gilbert, 1977).

Psychological factors:

Choosing and buying a product is influenced by four major psychological factors, including motivation, understanding, learning and beliefs and Ideas are also included:

Motivation: A person at the same time needs different needs. Some of these needs are physiological and result from hunger, thirst and discomfort. Some of these needs are psychological and come from the need for recognition, respect, or sense of belonging. Most of these needs are enough at a given time to provoke a person to undertake a particular act of lack of intensity (Zanoli & Naspetti, 2002). A need becomes a stimulus when it is of enough intensity. One stimulus or motivation is the need to be strong enough to guide a person in his satisfaction (Casaló, Flavián & Guinalíu, 2007).

Perception: Contrary to the feeling that is completely functioning of a stimulus (Zald, 2003), perception depends on a lot of factors, such as age, gender, emotions, previous learning, expectations, motivational states, various emotional states, decision-making and will of the individual, that effect perception (Gibson, 1950). Gibson believes people, having the same motivation in the same conditions, have a contradictory mode of action because their perception is different from the environment (Gibson, 1966).

Moreover, a lot of attention to outdoor advertising is wasted because of the clutter of advertising (Celsi & Olson, 1988). “Selective perception has been conceptualized as a four-part process consisting of selective exposure, attention, comprehension, and retention. In an advertising context, selective exposure refers to people limiting the communications they see and hear to those that conform to their preexisting ideas and attitudes” (Taylor, Franke & Bang, 2006).

Learning: Based on learning theories, most human behavior is taught (Vapnik, 1999). Learning is realized through the interaction of tendencies, motivations, situations, reactions, and reinforcement factor. Inclined is a strong internal stimulus that requires action. In other words, human beings indirectly learn from the mass media what they need for life, in addition to direct observation of society (Bandura, 1978).

The momentum becomes a motive that drives a stimulus object. And the situation consists of small stimuli that determine the time, place, and motivation of the person (Spence, 1963).

2.1.2 Importance of Promotional Factors in Consumer Behavior

For decades, marketing managers and academics have been trying to figure out the official theories "How Ads Works" to simplify design Advertising and practical implementation (Gabriel, Kottasz, & Bennett, 2006). There are many factors that need to be brought together so that a brand can successfully market its products or services. These factors are what are called the Marketing Mix. In each marketing mix, there are 4 key elements, one of the most important of which is the Promotional Mix (Belch& Belch, 2014) (Waterschoot & Bulte, 1992).

Based on Jennifer Rowley (Rowley, 1998), "Promotion is concerned with ensuring that customers are aware of the products that the organization makes available to those customers. More specifically, the objectives of any promotional strategy will be drawn from an appropriate mixture of the following roles of promotion:

- Increase sales
- Maintain or improve market share
- Create or improve brand recognition
- Create a favorable climate for future sales
- Inform and educate the market
- Create a competitive advantage.
- Relative to competitor's products or market position
- Improve promotional efficiency."

Therefore, the simple definition of promotional factors: a set of tools that a business uses to understand the concept of why consumers should buy their products. If customers do not know the company's products and services, they will not be sold. Thus, the promotion mix is vital because it is a way of effectively displaying the characteristics of its products and services in order to create sales. The main purpose

of the promotional mix is to promote, inform, remind, and convince target audiences of their need for the product or service of the company (Khan Niazi, Siddiqui, Shah & Hunjra, 2011).

Today, marketing science in America tries to target consumer behavior through various tools (Kotler & Gertner, 2002). Understanding and realizing what is the cause and the source of consumer decision making and the process of forming a decision to buy or not to buy a product, can be the key to success and guarantee the survival of a product in a modern era.

In order to implement the promotion method in marketing, the goals of the company must first be identified (Bam, 1992). Some marketing plans are used to attract new customers, and some are also used to stabilize the position of a business or product in the market keeping potential customers (Kim, Jung, Suh, & Hwang, 2006). For this reason, in the promotion mix, the target market and specific customers must be determined first so that they can be designed and implemented marketing campaigns and prevent additional costs (Belch & Belch, 2014).

“An appropriate promotional mix must be created in order to meet the promotional objectives of any given promotion strategy. The promotional mix is the combination of different promotional channels that is used to communicate a promotional message. This will involve an appropriate selection from the range of tools that are available for use as part of the promotional mix” (Rowley, 1998).

Each of the mixing elements of promotion is influenced by several factors that play an essential role in the effective formulation of this blend. In addition, each of the

elements of the mix has promotional features that make them more effective in promoting certain industries. Thus, depending on the characteristics of each industry and market, the promotional mix pattern varies.

According to Richard Oliver (2014), the consumer is the ultimate goal of the product or service. Consumer behavior refers to how and why the purchasing decision is made, which helps to formulate appropriate formulations to encourage customers to buy more and encourage a sense of brand loyalty. The knowledge of assessment and impact on consumer behavior is the most important point in identifying marketing efforts (Oliver, 2014).

Robert H. Lande explained to understand consumer behavior, purchasing decisions are examined the specific factors that lead consumers to buy a particular product. He called the optimal level of consumer choice as "consumer sovereignty" (Lande, 2001).

As mentioned earlier, purchase decisions depend on personal feelings, social situations and psychological factors. People buy products for obviating their individual needs. These needs, based on the findings of Maslow in the 40th decade, may be physical, biological, security, for the sake of love or gaining prestige or personality satisfaction (Maslow, 1943).

According to the book Advertising and Sales Promotion, "Understanding and realizing that what is the cause and the source of consumer decision making and the process of forming a decision to buy or not to buy a product, can be the key to

success and guarantee the survival of a product in a modern era.” (Belch & Belch, 2014)

All the information provided can be effective in purchasing, but it is important to know that, in addition to getting attention, what really encourages consumers to buy. For example, some people decided based on their feeling, while some other may make a wise decision. Consumers also make purchases based on their overall assessment of their backgrounds, their past effects and knowledge. In addition, the thinking that people have learned has influences on their perception (Jiang & Benbasat, 2007).

2.2 Advertising as a Promotional Element

Promotional activities are carried out in a variety of ways, called the promotional mix:

- Advertising.
- Public relations or publicity.
- Sales promotion.
- Direct marketing.
- Personal selling.

“Advertising is a potent form of mass communication which is instrumental in providing products with symbolic meaning and developing symbolic associations for brands within consumer culture” (Kelly, Lawlor & Odonohoe, 2005).

“Advertising: Any paid form of non-personal presentation and promotion of ideas, goods or services by any identified sponsor. The pages of professional newsletters and magazines are common avenues for advertising information products” (Rowley,

1998). The cost of advertising varies depending on many factors. The type of media in which advertising is performed, the location of the advertisement, and the type of material consumed are just some of the factors influencing the price of advertising (Fletcher, 2010).

Advertising has long been used as a method of promotion, in which a message can be sent to many audiences (Mangold & Faulds, 2009). Over time, however, and with increased competition, this promotional element led to a problem, as many people were exposed to a message that did not even target the target audience, which resulted in a reduction in the efficient use of the promotion budget (Ross & Bettman, 1979). Winston Fletcher in his book “Advertising: A Very Short Introduction” explain about what dose advertising do? Or in the other words what is the advertising aim?

- Increase brand awareness to develop brand standing in the target market and sale promotion.
- Encouraging the target market to do what brand advertising is aimed at. (In fact, the purpose of advertising is to encourage the target market to test the product or purchase. By doing market promotion, the purpose of the target is to persuade the brand to pursue the main purpose of the advertisement).
- Developing and consolidating brand standing in the minds of the target market, attracting more audiences (potential customers) and avoiding increasing dissatisfaction of current customers (actual customers).

Moreover, advertising message should be accurate and clear, so that everyone can easily understand it. Ads should inform people about your product and at the same time provide important reasons for buying this item. In an age of information, the more advertising you get, the less people you get. (Nelson, 1974) “If you’re trying to persuade people to do something, or buy something, it seems to me you should use their language, the language they use every day, the language in which they think.” – David Ogilvy

2.2.1 History of Advertising

Advertising has started almost at the same time as commerce started. (A brief history of advertising, 2007, July 01) Mark Tungate in the book AD Land: A Global History of Advertising explained that advertising may started from Pompeii in Roma. (Tungate, 2007) In 1450 Gutenberg published his famous gospel. The print industry created a huge revolution in print advertising. (Eisenstein, 1980) the early advertising was simple in compared to new advertising. Nevertheless, the main purpose of the advertising was the same as today. (Marchand, 1985) The purpose is to create a link to give information to a group of people that change or reinforces their behavior (Dyer, 2009)

Since advertisement is directly related to the consumer community, after the industrial revolution in the late eighteenth century, advertising has spread exponentially. (A brief history of advertising, 2007) “In 1841, Volney Palmer of Philadelphia became the first newspaper advertising sales agent” (Richard, Daugherty & Logan, 2009). He was a media agent, not advertiser. In 1860 Samuel Pettengill opened a largest advertising agency in New York (Fox, 1997) between 1850 and the end of the century; we witnessed major changes in the commercial advertising industry and its social effects. (Williams, 2000) Until 1850, the attention

of advertising agencies was focused solely on the market for the sale of goods or the text of appropriate media and an attempt to persuade the owner of the profession to be advertised. After 1890, advertising prompted the expansion of creativity and the role of business (Williams, 2000). Research about advertising impact started from 1890s which has impact on the relationship between advertising and the audience. In 1904, John E. Kennedy introduced advertising as “salesmanship in print”. This definition implies that advertisement is limited to the seller. (Richard, Daugherty & Logan, 2009)

The advertising as known as now today as new advertising has its origins in the late nineteenth and early twentieth century’s in the United States (Sampson, 1874). The first television advertisement was in 1941 and it was belonging to Bulova watches. Although the United States suffered from the Cold War during the 1950s, advertising had an upward trend. During the fifties, the presence of actors in the advertising industry has been highlighted. (The History and Evolution of Advertising. 2018, April 20)

After the war of the 1950s and early 1960s, the United States had significant economic growth. People with higher incomes have become good customers for producers. Prompted by the social and cultural changes of the decade, advertising has led to a process of innovation, complexity and the growth of youth culture. But the most important feature that is known in this decade is “creative revolution” the old style of advertising discarded in favor to the “new advertising”. (History: 1960s. 2003, September 15)

Unlike the fifties, the seventies began with a recession. The success of foreign marketers has damaged US trade. (Blyton, 2013) The Vietnam War and the Watergate scandal resulted in 300 hours of coverage of the televised session at the hearing. (Bell & Hollows, 2016) Networks have claimed \$ 10 million in advertising revenue and playtime. After the creative revolution of the tenth of the 60's, the economic fluctuations of the 70's caused harder to sell advertising. The brands tried to attract more audiences to put their brands against the rival brand (1970s Positioning and Watchdogs.2005). Also, the 70s were the beginning of the activities of advertising elites such as David Ogilvy and Helmut Korne who founded the modern propaganda. (Mccoy, 1990)

Technology in the 1980s had a huge impact on the television industry. Television stations cut their audience by less than 60%. The reason for the decline was the cable. CNN, launched in 1980, and MTV, which began in 1981, accounted for 40% of the audience. (History of Advertising: 1980s)

In the mid-1980s, advertising agencies began to make short advertisements, hoping to maximize the effectiveness of advertising and, of course, profits (Boddewyn, 1982). Doing these shortcuts allows advertisers to implement more volume of advertising on television, increasing frequency and profits, while reducing costs (Brierley, 2005).

Today, the Internet, as well as electronic devices such as mobile phones and tablets, play an important role in human life (Rappaport, 2007). "According to a study by eMarketer, approximately 40% of mobile phone subscribers have received mobile

advertisements (SMS) from marketers in Asia, 36% in Europe and only 8% in the USA” (Leppaniemi & Karjaluoto, 2005).

In the 1990s, the United States faced new socio-economic changes. As the younger generation was growing, birth rates in the United States declined and family units were smaller. On the other hand, technological advances expanded the audience of mass media, but new technologies such as the Internet attracted a lot of audiences. As consumers with more choices, more control and more capacity to interact with information resources, the media environment has become increasingly complex and expensive. (History: 1990s. 2003)

Social media websites are attracted by high traffic, as well as their ability to identify trends and general interests, business and consumers. One of the benefits of social media advertising is that it allows the business to restrict the focus of its advertising efforts, enabling them to effectively target their target market (Scott, 2017).

The growth of the advertising of consumers and businesses connected to the Internet show a significant audience for advertisements and promotional advertisements for many companies. (Leong, Huang & Stanners, 1998) Moreover the Internet is potentially a fascinating advertising medium. Many advertisers have now made the internet into their media mix. In 1997, the cost of advertising on the Internet reached \$ 900 million. (Maddox & Blankenhorn, 1998)

2.2.2 Types of Advertising

Different types of advertising based on medium:

- Print advertising
- Broadcast advertising

- Digital advertising
- Outdoor advertising
- Product/brand integration
- Product placement
- Phone advertising

2.2.2.1 Broadcast Advertising

There are several medium in which advertising is carried out, but in general terms one can say that advertising is always transmitted from the media to the audience. According to Fletcher medium is “Any intervening substance through which a force acts on objects at a distance or through which impressions are conveyed to the senses”. His belief this is exactly the definition of advertising medium” ‘Any intervening substance . . . through which impressions are conveyed to the senses.’” (Fletcher, 2010)

Whereas sending a promotional message is occurred through the media, the proper selection of this medium can have an important impact on the success of advertising. Media types in the ad space include:

Radio and Television: Radio is one of the most commonly used tools. Radio with its unique features, such as mobile capability, weathering, and most importantly the active engagement of audiences with radio in a variety of applications (in front of a TV that is a passive media), the conditions for building a sincere relationship with Creates a high speed between companies and audiences (Buchholz & Smith, 1991).

On the other hand, the audibility of the radio media and the impossibility of visualizing the message or advertisement create restrictions for radio advertisements,

While, the TV creates sensory, more effective and creative opportunities. Occurred the TV can present a feature, motion, visual effects, writing and reading and sound and showcase the products. (Zaichkowsky, 1994)

Internet: In the late 1960s, a phenomenon called the World Internet was transformed. The establishment of the ARPANET network was recognized in 1969 as the source of the Internet (Edosomwan, Prakasan, Kouame, Watson & Seymour, 2011).

In fact, the Internet is a collection of millions of computers connected to each other through telecommunication networks. From the 21st century, the Internet has become a dynamic medium for advertising ads and can act as an important advertising medium for companies. Currently, the media's share of advertising activity is increasing. (Mangold & Faulds, 2009)

Over the past 40 years, we have witnessed a growing use of social media. Currently, companies such as Microsoft, Apple and eBay have created a new kind of Mountain Dew brand. In addition, social media is the only way of marketing that customers can have direct contact with the company. (Saravanakumar & SuganthaLakshmi, 2012)
News networks, search engines, and FTPs are among other features on the Internet.

Cinema: Cinema is the most suitable advertising platform at a reasonable cost. The main feature of advertising in the cinema is the readiness of the audience to understand and notice the message of the advertisement. Since, the spectator is relaxed, and in order to spend free time going to the cinema. Thus, the advertisement on the screen of the widespread cinema attracts the spectator with a fully-fledged

voice. Therefore, the advertisement is considered to be an effective and effective step toward the goal (Johnson, 1981).

On the other hand, cinema advertising had some negative feedbacks as well. For instance, some of the audiences' belief cinema advertisements sounds made their freedom to talk with their partner restricted (Yuan, 2017).

Direct Mail: Today, marketing managers use mail as a new technology to provide better customer service. As a result of this thinking, providing a variety of services to customers is easy and the company can easily communicate with its actual and potential customers (Zetmeir, 1988). People tend to read incoming messages, unlike unwanted emails. Therefore, the corporate mails will be read in most cases. Thus, the advantage of this method is the direct communication between company and consumer (Geisenheimer, 1990).

2.2.2.2 Print Advertising

Advertising campaigns published in newspapers, guides, and other publications are referred to as press releases, and the audience of these advertisements is the same readers and audience as the newspaper or magazine.(Fletcher, 2010) The advantages of printing an advertisement in the press, as opposed to other media, is that the audience of the press is quietly reading the ad and its adverb is considered an ad, and when viewed, it considers itself the target audience of the ad, and this the feeling increases the effect of the advertising (Pieters, Rosbergen& Wedel, 1999).

Newspapers and other print media, like magazines, have specific audiences. This feature of print media can be a good way to prevent the loss of advertising budget.

On the other hand, having a specific audience in newspapers and magazines can result in less advertising being seen in them. (Sparks, Scott & Tremel, 2000)

Effectively and availability are the benefits of print advertising. The audience can easily be exposed to it, move to pages, or focus on them. Moreover, visual attention in print advertising is more than the other mediums (Pieters, Rosbergen & Wedel, 1999). It should be noted that in media such as a newspaper whose has limited time and usually only worth one day and the next day are worthless and discarded, advertising on them going to be worthless too.

Moreover, reading process along with visual factors will have more impact on print advertising audience.

Participants did not need much time on the pictures to extract a great deal of information from them, and it is also consistent with prior research on the superiority of memory for pictures over memory for words (Rayner, Rotello, Stewart, Keir & Duffy, 2001).

As far as Winston Fletcher (2010) considers print advertising to be 31%. This means that it has the greatest impact on all types of ads. He divided print advertising based on effectiveness:

- National newspapers (including Supplements) 27%
- Regional newspapers (including free sheets) 30%
- Consumer magazines 11%
- Trade and professional journals 9%
- Directories 13%
- All other 10%

On the other hand, printing advertising has some opponents. They believe that printing and publishing design steps are time consuming and costly. Hence, they consider internet advertising to be a better alternative. (Havlena, Cardarelli & Montigny, 2007)

Extensive costs for advertising design for any kind of sales and services, publishing costs, and facilities for storing these advertising packages. In addition, the cost of broadcasting and publishing these ads must also be considered; the cost of collecting goods, shipping for the delivery of printed advertisements, and of course, the cost of the post. Advantages of online advertising over traditional advertising are far greater in terms of cost, accessibility, marketing reach, and the ability to increase margins (Sparks, Scott & Tremel, 2000).

In assessing the benefits of online advertising methods versus traditional print methods, the breadth of consumer marketing it is worth noting that the traditional method has many geographical constraints and can only be seen in the local area and requires a very high cost for national marketing.

2.2.2.3 Outdoor Advertising

Another common practice in advertising is the use of urban spaces is outdoor advertisements. Undoubtedly, outdoor advertising is the oldest method of advertising (Taylor, C. R., & Chang, W.1995). It refers to the physical elements applicable to advertisements, which are Visible for viewers (Fletcher, 2010). Billboards, advertising spaces inside the subway, buses, stanzas, advertising in metro space and fliers are the variety of outdoor advertisements (Iveson, 2012). By reducing the impact of television advertising, outdoor advertising has become more prominent. (Donthu, Cherian & Bhargava, 1993)

- Billboards
- Promotional kiosks
- Lamppost banner
- Promotional stamps
- Urban advertising TV
- Advertising on city bus buses
- Advertising of aerial and pedestrian bridges
- Windows
- Wall paper
- Promotional knobs
- 3D advertising stickers
- And creative and uncommon tools (guerrilla advertising)

The main advantage of environmental advertising, compared with other media, is that the frequency of exposure to them is high, but the amount of time is very low. (Woodside, 1990)

In an outdoors media such as outdoor advertising shape the city appearance and create the image of the city for the citizens (Iveson, 2011). Apart from that advertisement even provide a platform for the human engagement. From this point of the view, advertisement becomes important; even it contributes to improving the outdoor life quality. Therefore, it can be stated, outdoor advertisement contributes to improve the urban quality and consequently enhance the Quality of Life (QOL) (Zamiri, 2016).

In the present era, the Internet has surrounded the world, it is expected that outdoor advertising be disused, while a survey in China and Britain illustrate that outdoor advertising is highly favorable compared to internet advertising (Lan Cheung & Leung, 2013).

Outdoor advertising like other mediums has negative point as well, which some of them are included:

- Short-term promotional tool
- Inability to target and focus specific contacts
- Provide limited information
- High cost for a short time
- High risk of destruction due to bad weather or by overwhelming people!

The remarkable thing about outdoor advertising is that the amount of time that the audience pauses to see the ad is very short (1 or 2 second). On the other hand, with using the visual elements, outdoor advertising can be more attractive and appealing way to increase the duration of the pause (Meurs & Aristoff, 2009). In the following sentence there are some factors which impact on outdoor advertising, and made them more affective (Donthu, Cherian & Bhargava, 1993).

Campaign weighty

1. Gross Rating Points (GRPs)
2. Length (number of weeks)
3. Format of billboards selected

Location of showing

1. Size of board

2. Product quality ratings
3. Location (type of road)
4. Location (right vs., left side)

Campaign

1. Purpose (directional, price point, or image)
2. Number of concepts/words
3. Key concept to be communicated (price, promotion, image)
4. Color
5. Illustration (picture, cartoon, none)
6. Quality of the illustration
7. Product characteristics (high involvement vs. low involvement)

Respondent {target market}

1. Level of product involvement
2. Involvement with outdoor ads
3. Attitude toward advertising

Synergies with other media

1. Other media being used
2. Number of competing advertisements

As a result, Winston Fletcher classified the level of effectiveness of broadcast advertising as:

- Press and magazines 31%
- Television 24%
- Direct mail 12%
- Outdoor and transport 5%
- Radio 3%

- Cinema 1%
- Internet 24%

2.2.3 North Cyprus Market

The Northern Cyprus Republic, which is usually called the Northern Cyprus, is a Turkish-dominated area on the north of Cyprus. The capital is divided between the Turks and Greeks, and the northern city of Nicosia, called Nicosia with a population of 50,000, is the Turkish Republic of Northern Cyprus. After the Turkish Cypriot military occupation of the Northern Cyprus, thirty thousand Turkish troops are stationed in this part of the island of Cyprus.

While in traditional marketing, only the focus on 3p (product, price, and location) was enough for companies; in the current century, these factors are not enough to fund, and therefore, in advertising activities, companies focus more on communicating with customers. Therefore, it is essential to communicate with the customer and review customer response (Kaya & Ayman, 2018)

North Cyprus as a developing country has a growing economy and almost their economy is based on international students and tourists. The Cyprus market is full of foreign products such as clothing, accessories, food, etc., and domestic products are limited in this country.

Moreover, although most of the population in Cyprus are the young generation (international students almost) Internet advertising is not widely publicized in this country, and companies prefer to use outdoor advertising to market their products. (Ayman & Kaya, 2016)

On the other hand, although there are lots of populations of forage people who live in Cyprus, most of the billboards are in Turkish languages. In some cases, this makes it difficult for those who do not know Turkish. The lack of a shopping mall is another feature of the Northern Cyprus. Most of the shops, and they are scattered in streets.

2.2.3.1 Famagusta Market

Famagusta (Turkish: Gazimağusa Greek: Αμμόχωστος; Amoquestos) is in the Ghazi Maguosa area of Northern Cyprus. The population of this city is 69,741 people.

Famagusta is one of the big cities in Cyprus, which is very different from other cities and places. In this city, one can feel the medieval architecture looking at each side.

Famagusta Beachfront is one of the finest natural attractions with its scenic landscapes. The Eastern Mediterranean University, the largest and most prestigious university in Cyprus, is in Famagusta. Famagusta's climate is warm Mediterranean. Almost a third of the population of this city is made up of students. Thus you can call it a university town. Moreover, this city is the destination of tourists in the summer, who looking for a beautiful and quite place for relaxing.

Famagusta has two main streets, which most of the shops are there. Most students live in this area because of their closeness to the university for instance the most shops in the Salamis road as a one of the main streets including the restaurants, fast foods, boutiques and some other shops. Thus, most of the shops are trying to apply the opinion of the young generation, according to price or style. Even house rent is based on student demands.

As mentioned earlier internet advertising is not common in the Cyprus, while most of the companies tend to use outdoor advertising. Lack of organization for the right position, low number of billboards, lack of creativity in design, and disproportionate with environments, are some of the outdoor advertising problems in Famagusta. There are just two locations in this area which have billboards. The first one is front of the University Sabancı door (behind the university), and the next one is front of the Gloria Jean's Coffees in Salamis road.

The promotion of clothing brands like Defacto is less likely than other topics. Due to the different communities in the city, there are many different nationalities in the city. So that billboards of concerts and events belonging to other nationalities are also observed. Besides, there is a lot of advertising for banks. Other urban elements such as trash bins, buses, couches, or advertising kiosks are not used as ad platforms.

2.3 Communication Theory

Robert T. Craig examined the communication theory "Communication theory, in this view, is a coherent field of met discursive practice, a field of discourse about discourse with implications for the practice of communication" (Craig , 1999).

'Dose a fish knows it's wet?' Marshall McLuhan exanimated that 'No' the fish cannot recognize that it's living in the world saturated with water. This is exactly representation of the relationship between media and society. Since, media is inseparable part of our life; we are living in a world which surrounded with media.

The period which McLuhan levied Marxism was a concern for many thought-minded people in the world. Despite, in that time, dominant thinking was based on the "positive and negative role of the economy in shaping human life" McLuhan talked

about the media and believed that media shape the new way of thinking and life, and the attitude of human being. (McLuhan, 1964)

McLuhan, with his epitome, "Medium is a message," also challenged many thoughts. He meant that the message transmitted by any form of communication is essentially influenced by the medium which is sent through it. Virtually the entire cultural theoretic like McLuhan or Stuart Hall believed media is one of the aspects which has directly effect on culture.

Stuart Hall as a cultural theorist expresses which this approach focuses on the attention on negotiation and opposition in the audience's contribution. In the sense that text is not accepted by the audience passively, rather, negotiates about the meaning of the text. Meaning depends on the background of the individual's cultural changed. The background can explain how some readers accept a particular reading of the text while others reject it. These ideas were later developed in the Hall model of encryption and decoding of media discourses. The meaning of the text is somewhere between the producer and the reader.

While the author encoding the text in a way, the reader decodes it in a slightly different sense. This thought related to social constructivism. (Hall, 2001)

Communication may be the transfer of information from one person to another. In fact, many connoisseurs consider this definition to be a functional definition, and the famous speech of Laswell (who says what, to whom, under which medium, with what effect) they are surrounded by communications. (Katz, 1959) In addition, the

very hypothesis of communication in many respects is the attempt to describe and explain the exact connection. (Severin & Tankard, 2001)

2.3.1 Persuasion Theory

In about 323, Aristotle adapted the ideas of the Sophists and his master Plato in the first comprehensive book of persuasion, called "Meanings and Expressions", and was recognized as the first person to put forward a comprehensive theory of persuasion (Kamp & Reyle, 2013).

According to Aristotle's theory, the essential elements of persuasion are three parts: (1) credibility, (2) information, and (3) emotions. Credibility refers to how much the source could be valuable and authentic. Information refers to data which receiver will catch. And the emotional refers to how the message impact on reviser emotions. (Rorty, 1996) (Dillard & Pfau, 2002) (Rorty, 1996) (O'Keefe, 2002)

This theory is based on triggering a communicational theory is aimed at changing the attitude of the audiences (receiver) with messages. In this perspective, persuasive messages can activate visions that can change the behavior of consumers, voters, and individual's altogether. (O'keefe, 2002)

In business, it is convinced that a process is aimed at using written, spoken or visual means for transmitting information to change the behavior or behavior of an individual (or a group) towards an event, idea, purpose, or other person, Feelings, or arguments, or a combination of them (Szybillo & Heslin, 1973).

A key element in changing attitudes is to persuasion you to try to change attitudes or behavior or both (without the use of force or deception). Persuasion has traditionally

been considered as a communication process” in which a persuader sends a persuasive message to a persuadee or audience with the intention of changing the recipient’s attitudes or behavior, although always leaving the persuadee with the power of decision” (Oinas-Kukkonen & Harjuma, 2008)

2.3.2 Perception Theory

The concept of perception has wide dimensions and meanings. That's why it's not so easy to give a comprehensive definition of it, and the definition that comes with is not so difficult. Perception in today's psychology means a mental or psychological process that selects and organizes sensory information and ultimately senses them in an active way. In other words, the phenomenon of perception is a mental process in which sensory experiences become meaningful, and in this way, man understands the relations of affairs and meanings of objects (Neumann, 1990).

Gibson also examined the “direct visual perception”. He defines as “The seeing of an environment by an observer existing in that environment is direct in that it is not mediated by visual sensations or sense data.”(Gibson, 2002)

Perceptual theory involves the processing of physical properties, such as state and form, and is influenced by several variables, including the initiator of perception, illumination, duration of presentation, or repetition. Specifically, perceived narrative is known to increase through past confrontation. (Lee, & Baack, 2014)

According to the perceptual philosophy, repeated exposure and adaptation, it increases the interest and preferences of stimuli. (Lee & Labroo, 2004)

2.3.3 Information Theory

Information theory provides a mathematical model of the conditions and factors that influence the processing and transmission of data and information (Horgan, 1990). Information theory deals with issues such as sending, receiving, and storing optimal data and information by providing a method for "quantization and numerical measurement of information". The focus of this theory is on the fundamental constraints of sending and analyzing data, and less on how specific devices work (Mason, 1978).

The emergence of this theory is generally attributed to an electrical engineer named Claude E. Shannon in 1948 (Horgan, 1990). One of the main points of Shannon's paper was the fact that the investigation of telecommunication signals should be separated from the investigation of the information that they carry, while not before. Shannon also noticed that the length of a signal is not always proportional to the amount of information it has. For example, it has been written in the letter that Victor Hugo wrote to his publisher, only the "?" symbol received a reply that only contained the "!" symbol. These two symbols, for both sides, contain a lot of information, though they are meaningless from an observer who does not know their meanings.

Now a day's people surrounded with too much information about advertisements around. This study based on information theory tries to relays how people evaluate outdoor advertisements in urban spaces.

Chapter 3

RESEARCH METHODOLOGY

The prior research methodology preferred for this study is quantitative method. Data for this study was collected through survey of 350 international students in the range of 18 to 35 years old of EMU in Famagusta city, in a fairly 5% of 7000 unknown Turkish language student from population of approximately 18,000 students. Convenience sampling was used and tries to find lists of different social groups such as Iranian society, Nigerian society, etc. Respondents were carefully selected to meet the requirements for participation in this study.

3.1 Research Methodology

This research has been carried out using quantitative method. Quantitative studies use numerical data analysis, collecting data using a mathematical method, and all data collected and analyzed should be numeric (Muijs, 2010). Using surveys is one of the tools that are widely used in quantitative research. After that, the findings are explained and analyzed. Quantitative research methods seek to research a scientific analysis in a statistical sample (Bogdan & Biklen1997).

The discussion between qualitative and quantitative research is based on the difference in the assumption about reality and whether it is measurable or not. (Newman, 1998)

Creswell (2003) believes that quantitative research uses research techniques that include surveys and experiments, and collects data using a measurement tool that provides statistical data.

Research based on this tends to offer a degree of statistical and numerical view of the measures of reflection and opinion of the participants. In this study, the analysis and conclusions of the researchers are based on the studied responses from non-Turkish speaking international students in Eastern Mediterranean University. The survey researches aimed to find out how foreign students who don't know Turkish language can perceive and understand the outdoor advertising sources.

3.2 Research Context

This study was deliberated in the Turkish Republic of Northern Cyprus which existence from traced down to the year 1959 when Zurich and London had an agreement was signed in 1959 (Kizilyurek, 2008, p. 96). Specifically, the research was carried out at Eastern Mediterranean University, which is the only government university of the Northern side of the island. This University is in Famagusta. Famagusta is a university city on the Island which is side by side with the Mediterranean Sea. Eastern Mediterranean University is an international institution with the interest of different nationality that was established in the year 1979 (the oldest University on the Island) and has been functioning excellently for the past 39 years.

3.3 Research Design

Using quantitative method for this study was used. The first feature of quantitative research methods is the problem of the unit of analysis. The unit of analysis is a phenomenon we seek to recognize its behavior, or its features (Gronn, 2002).

Unit of sample in this research are the unknown Turkish language student in Eastern Mediterranean University in Cyprus. A questionnaire was used to collect data and distributed among 350 university students of the Eastern Mediterranean University as convenience sample from different nationalities with the 18 to 35years old. This research was done in the fall semester of 2018-2019 academic years.

This research is based on case study research. According to Cassell & Symon (2004) a case study includes a comprehensive review with data collected during the time period and the objective of analyzing the field under study.

Case study research is characterized as an approach “that facilitates exploration of a phenomenon within its context using a variety of data sources” (Baxter & Jack, 2008). In this research 11 faculties of 12 faculties in EMU were respondents to the questions; Faculty of law was disregard because this study is based on international students.

The previous identifications and categorization of the phenomenon, or the case, distinguishes case studies from ethnographic research. There is always a broader, abstract, and defined category that is applied to a specific, individual phenomenon, or a group of related phenomena (Meyer, 2015).

3.4 Data Collection Instrument

This study tries to examine regardless of language, how international students communicate with the outdoor advertising. The data collection instrument used for the research is a questionnaire which was designed on 36 questions that consists of 3 different sections. Survey questionnaire method is the instrument used for the collection of the data. The correction and adjustment on the questionnaire were

carried out by the supervisor before the main questionnaire was administered, which was then distributed among respondents. Three hundred fifty students from different societies and different department answered the questions.

In the first section which is including questions number 1 to 17 the researchers collect demographic data that includes gender, age, the place which they live and other general information about the respondents. Also, the researcher in this section second to focus on questions which show the elements that take respondents attention to outdoor advertisements based on visual attention and participants media habits using. In the tried subsection, as measurable part of questioner, that were including questions number 18 to 36 the researcher collected information about responder's opinions of outdoor advertising in Famagusta city.

3.5 Population and Sample

The researcher targeted three hundred and fifty participants for the study. The population of this study is non-proportional stratified sampling equalization of each gender in order to comparison possible. The populations are international student from the different Faculties and the samples are 350 each out of the population with the 5-confidence level. The student arises from the 11 different Departments in the Faculties of EMU. The study focuses on the fall semester of 2018-2019 academic session as mentioned in chapter one. This refers to the sum of the departments registered courses in relation to the published curriculum of study ordained by the university. According to 2018-2019 fall semester EMU has approximately 18.000 registered students where 15000 registered undergraduate programs, 1000 are in prep school and left 2000 students are in graduate program. Besides, 7000 students in EMU are non-Turkish speaking students.

3.6 Validity and Reliability of Data Collection Instrument

As previously mentioned, permission was granted to proceed in conducting the survey among three hundred and fifty of international student of EMU. The questionnaire was administered to one hundred and fifty female and two hundred males. The quality of the research was consistent and reliable. In discovering the strength and simplicity of this research, it was previously tested amidst 20 international students, who study in the Eastern Mediterranean University in fall semester, 2018. For the validity of this study, a pilot study was directed because this enables the researcher to know if the questions in her survey were understood. For the reliability of the study, all scale questions comprising of 36 questions in all, a dynamic analysis was done. At the end the reliability test was .714.

The reliability of a research work refers to the trustiness and compromise of its (Neuman, 2006). The reliability of this study was tested by Cronbach's alpha. Cronbach Alpha 0.722 represents the reliability of the measurement device. The collected data were analyzed through a questionnaire. The first part included demographic questions, the second part consisted of the use of media habits, and the third part measured students' attitude through questionable type of agree and disagree opposition. In the measurement of SPSS, questions of the third part were measured which were including questions number 18 to 36. The result indicates that it is meaningful and reliable (0.7) that is usually accepted.

Table 1: Reliability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.743	19

Chapter 4

ANALYSIS AND FINDINGS

This section includes analyzing data of a distributed questionnaire in 11 faculty from a total of 12 faculty in Eastern Mediterranean university to analyze the attitudes of participants with outdoor advertising in Famagusta city. The collected data was analyzed through SPSS.

4.1 Demographic Analysis of Participants

The total numbers of participants for the study were 350. Participants females were 141(40%) while Male were 209 (59.7%)

Table 2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Val id	Female	141	40,3	40,3	40,3
	Male	209	59,7	59,7	100,0
	Total	350	100,0	100,0	

From the data collected from the 350 students in this research, most of the participants belong to the age group of 18 to 35 years with a total of 158 students with the age 21-24, which give a cumulative of (45%). Age 25- 29 years were 76 participants with (21.7%), while under 21 were 62, with 17.7%, the age more than 35 with 14 participants which represents 4% was the lowest percent of the overall participants.

Table 3: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20	62	17,7	17,7	17,7
	21-24	158	45,1	45,1	62,9
	25-29	76	21,7	21,7	84,6
	30-34	40	11,4	11,4	96,0
	+35	14	4,0	4,0	100,0
	Total	350	100,0	100,0	

The research was carried out among 11 faculties in the Eastern Mediterranean University, out of the 350 participants, 19.6% students were from Faculty of architecture, Communication and Media Studies and engineering have an equal situation with average 18%. Tourism pharmacy and business & economics departments respectively have 15, 10.4, 9.7 percentage of this research statistical population. The rest of the faculties don't have more than 7 percentages.

Table 4: Student's Faculties: which faculty are you educating?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	architecture	68	19,4	19,6	19,6
	Art & sciences	25	7,1	7,2	26,8
	Business & economics	33	9,4	9,5	36,3
	communication	62	17,7	17,9	54,2
	education	5	1,4	1,4	55,6
	engineering	64	18,3	18,4	74,1
	health sciences	2	,6	,6	74,6
	pharmacy	36	10,3	10,4	85,0
	tourism	52	14,9	15,0	100,0
	Total	347	99,1	100,0	
Missing	medicine	2	,6		
	99,00	1	,3		
	Total	3	,9		
Total		350	100,0		

Most of the participants for the study were 195 undergraduate students which represent 56 % of the total participants. Master students represented in the study are 22.4 with a total number of 78, while only 20.1% were post-graduate students (PhD) with a total number of 70 participants.

Table 5: Education level: what is your education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	bachelor	195	55,7	56,0	56,0
	master	78	22,3	22,4	78,4
	PhD	70	20,0	20,1	98,6
	other	5	1,4	1,4	100,0
	Total	348	99,4	100,0	
Missing	99,00	2	,6		
Total		350	100,0		

The people who live in Famagusta for 2 years were most of the participants with 28.3%. After that 1&3years have an equal level with 22.3% percentage. Just a few people live here for 4 years or more than it that it isn't more than 13.7%.

Table 6: How many years you are living in Famagusta?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	78	22,3	22,3	22,3
	2	99	28,3	28,4	50,7
	3	78	22,3	22,3	73,1
	4	48	13,7	13,8	86,8
	more than 4	46	13,1	13,2	100,0
	Total	349	99,7	100,0	
Missing	99,00	1	,3		
Total		350	100,0		

Majority of the participant home place of the study are living in flat which represent 59.4% that most of them lived in Gülseren (19.4), Nicosia road (14.5) and other regions (18.9). Students who live inside campuses with 94 frequency are in the second steps which have 26.9 percent. In the third level people is who live in the dormitory but outside the campus which they were just 6.9 percent of our statistical society.

Table 7: Where do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dormitory inside the campus	94	26,9	26,9	26,9
	dormitory outside the campus	24	6,9	6,9	33,7
	flat	208	59,4	59,4	93,1
	other	24	6,9	6,9	100,0
	Total	350	100,0	100,0	

Table 8: Region in Famagusta

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nicosia R.	50	14,3	14,5	14,5
	Gülseren	67	19,1	19,4	33,9
	Karakul	18	5,1	5,2	39,1
	Sakarya	38	10,9	11,0	50,1
	Baykal	8	2,3	2,3	52,5
	Other	66	18,9	19,1	71,6
	I am not living in flat	98	28,0	28,4	100,0
	Total	345	98,6	100,0	
Missing	99,00	5	1,4		
Total		350	100,0		

Most of the students who answer the questioners (34%) use school bus as common vehicle for their transportation. Walking is the other way responders chose with 27%. While students who use their own car are the 14.9percent of these participants using rent a car or take a taxi are in the almost equal percent (6.3rent car) and (7.7taxi). Bicycle is the other way that 8.9% student use for arriving somewhere around the city.

Table 9: Which transportation vehicle you are using mostly when you arrive somewhere in Famagusta.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	school bus	119	34,0	34,0	34,0
	rent a car	22	6,3	6,3	40,3
	owned car	52	14,9	14,9	55,1
	bicycle	31	8,9	8,9	64,0
	walk	97	27,7	27,7	91,7
	Taxi	27	7,7	7,7	99,4
	other	2	,6	,6	100,0
	Total	350	100,0	100,0	

4.2 Descriptive Analysis of Media Habits

The researcher also investigated based on the research questions the media usage habit of participants to ascertain which was most used frequently for getting information about product or services in the city.

Social media was the most popular media between the responders and 75.7% of them chose it as a Chanel for getting information about the product or services in Famagusta. While the billboards, TV and other Chanel were not that much common and not more than 8% of responders use them for getting information.

Table 10: Channel usage while getting information

		Frequen cy	Percen t	Valid Percent	Cumulative Percent
Valid	TV	22	6,3	6,3	6,3
	billboards	31	8,9	8,9	15,2
	radio	4	1,1	1,1	16,4
	social media	265	75,7	76,1	92,5
	other	26	7,4	7,5	100,0
	Total	348	99,4	100,0	
Missing	99,00	2	,6		
Total		350	100,0		

50% of participants like billboards in Famagusta a little. On the other hand, responders who didn't like or dislike a lot billboards respectively are 20.3% and 16.6%. At the end people who feeling like a lot about billboards advertising in Famagusta city were just 11.5% of the participants.

Table 11: Feeling about billboard

		Frequen cy	Percen t	Valid Percent	Cumulative Percent
Valid	like a little	175	50,0	50,1	50,1
	like a lot	40	11,4	11,5	61,6
	dislike a little	71	20,3	20,3	81,9
	dislike a lot	58	16,6	16,6	98,6
	5,00	5	1,4	1,4	100,0
	Total	349	99,7	100,0	
Missing	99,00	1	,3		
Total		350	100,0		

The result below shows that 58.3% of the participants believes that billboards and gratifies are more remember able for them, and bus is another type of outdoor

advertising in Famagusta is remember able for 16% of participants. While just 43 (12.5%) of responders said that guerrilla advertising is more remember able for them than the other options. According to these results just a 3.5% of responders could remember kiosk in Famagusta and 9.6% of participants said that other outdoor advertising elements can be remember able for them.

Table 12: Which outdoor advertising is more remember able for you generally?

		Frequen cy	Percen t	Valid Percent	Cumulative Percent
Valid	bus	55	15,7	16,0	16,0
	billboards & graffiti	200	57,1	58,3	74,3
	guerrilla advertising	43	12,3	12,5	86,9
	kiosk	12	3,4	3,5	90,4
	other	33	9,4	9,6	100,0
	Total	343	98,0	100,0	
Missi ng	99,00	7	2,0		
Total		350	100,0		

Majority of the participants which constitute 55.5% of participants said that image or visual in the outdoor advertisings getting their attention. In the second level is the color which gets responder attentions in outdoor advertisings with 24.3 percentages. While just 9.2% of responders pay attention to the message of outdoor advertisings. Logos are the other element which takes participants attention in outdoor advertisings and just 9.8% of them said that logos will take their attention.

Table 13: Which visual element on billboard advertising's gets your attention first?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Colors	84	24,0	24,3	24,3
	image/visual	192	54,9	55,5	79,8
	message	32	9,1	9,2	89,0
	logo	34	9,7	9,8	98,8
	other	4	1,1	1,2	100,0
	Total	346	98,9	100,0	
Missing	99,00	4	1,1		
Total		350	100,0		

The chart below is based on question which designed by 4 different colors that A was related to green, B was related to blue, D was related to red, and lastly E was the orange one. Thus, most of the responders chose the green as a color which takes more attention (43.4). After green, red with 23.1% is the color which takes participants attentions. Blue with 17.5 was the more attractive colors for responders than orange with 11.4%.

Table 14: Color Attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Picture 1 a	152	43,4	44,3	44,3
	Picture 1 b	60	17,1	17,5	61,8
	Picture 1 d	81	23,1	23,6	85,4
	Picture 1 e	40	11,4	11,7	97,1
	none	10	2,9	2,9	100,0
	Total	343	98,0	100,0	
Missing	99,00	7	2,0		
Total		350	100,0		

The result below shows that 50.3% of the participants saw the cinema, concerts & events billboards more than the other options. Billboards about Cloths and accessories with 15.4% are other options that people seeing around the town. Real state billboards are also more seeing with 13.7%. Rent a car, companies which produce products, and companies which produce services respectively have 7.4%, 6.3% and 2.9% of these results. This means just a few peoples see these types of billboards.

Table 15: What sort of billboards or signboard you are seeing mostly in Famagusta?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cinema, Concerts & Events	176	50,3	50,3	50,3
	Cloth & Accessories	54	15,4	15,4	65,7
	Real states	48	13,7	13,7	79,4
	Rent a car	26	7,4	7,4	86,9
	Company itself that produce some products (Önder, Citymall, Lemar)	22	6,3	6,3	93,1
	Company itself that produce some services (internet, gsm, school	10	2,9	2,9	96,0
	other	14	4,0	4,0	100,0
	Total	350	100,0	100,0	

This question carried out with 3 different pictures which show the guerrilla advertisings in Famagusta without saying location or name of the place. Picture A refer to Flexi land sign, picture B shows the Yemen Cafe, and picture C refer to building advertising that was in Alpet petrol station. Based on results below 52.3% of responders said that Flexi land sign was so familiar than the others. While just 4% of participants vote to Alpet petrol satiation guerrilla advertising as a familiar one.

Yemen Cafe also with 39.7% percent is the second guerrilla advertising in Famagusta that was familiar for responders. Just 4% of participants vote, none of the pictures aren't familiar.

Table 16: Which guerilla advertising is familiar for you in picture 2?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Picture 2 a	182	52,0	52,3	52,3
	Picture 2 b	138	39,4	39,7	92,0
	Picture 2c	14	4,0	4,0	96,0
	none	14	4,0	4,0	100,0
	Total	348	99,4	100,0	
Missing	99,00	2	,6		
Total		350	100,0		

Table 17: Where is that guerilla advertising is located do you think?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	right	197	56,3	58,5	58,5
	wrong	6	1,7	1,8	60,2
	no idea	134	38,3	39,8	100,0
	Total	337	96,3	100,0	
Missing	99,00	13	3,7		
Total		350	100,0		

This question created out with 15 different pictures of sign boards in Nicosia Road and Salamis road in Famagusta. 36% of responders could remember at least 3 of sign boards, although 26% of them could remember more than 5 of sign boards. 18.3% of participants could remember 4 of them and in the next level are the responders who could not remember any of them with 10.3%. Just 9.1% of responders could remember 5 of the sign boards.

Table 18: How many advertisings sign board you see before that showed in picture 3?

		Freque ncy	Percent	Valid Percent	Cumulative Percent
Va lid	at least 3	126	36,0	36,0	36,0
	4	64	18,3	18,3	54,3
	5	32	9,1	9,1	63,4
	more than 5	92	26,3	26,3	89,7
	none of them	36	10,3	10,3	100,0
	Total	350	100,0	100,0	

4.3 Further Analysis of Attitude Scale Statements

This part of study also made used a five-point Scale to reaffirm the participant's attitude and perception of outdoor advertising in Famagusta city. The choice of values attached to measure the attitude of scaled questions for participants include a choice of 1= strongly agree, 2 = agree, 3= Undecided, 4= disagree, 5= strongly disagree.

As table below shows almost half (49.1%) of the responders were agree and the 12.3% were strongly agree that billboards in Famagusta are about entertaining. 24% of participants were undecided about this question. 10.9% of responders were disagree which billboards in Famagusta are about entertaining issue. At the end just 3.7% of responders were strongly disagree with this idea.

Table 19: Billboards in Famagusta are about entertaining

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	43	12,3	12,3	12,3
	agree	172	49,1	49,1	61,4
	Undecided	84	24,0	24,0	85,4
	disagree	38	10,9	10,9	96,3
	strongly disagree	13	3,7	3,7	100,0
	Total	350	100,0	100,0	

Majority of responders (44.5%) were agree that billboards in Famagusta are informative concept, while just 13% of them were disagree with this. 35.2% of responders were undecided about this question. Although 6.1% of responders were strongly agreed that billboards in Famagusta are informative concept, just 1.2% of them were strongly disagree with this idea.

Table 20: Billboards in Famagusta are informative concept

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	21	6,0	6,1	6,1
	agree	153	43,7	44,5	50,6
	Undecided	121	34,6	35,2	85,8
	disagree	45	12,9	13,1	98,8
	strongly disagree	4	1,1	1,2	100,0
	Total	344	98,3	100,0	
Missing	99,00	6	1,7		
Total		350	100,0		

36% of participants were disagree which billboards in Famagusta are confusing, although 19.8% of them were agree. 19.8% of responders answer undecided to this

question and students who were strongly agree and strongly disagree were almost equal level with 6% percent.

Table 21: Billboards in Famagusta are confusing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	24	6,9	6,9	6,9
	agree	69	19,7	19,8	26,7
	Undecided	107	30,6	30,7	57,5
	disagree	126	36,0	36,2	93,7
	strongly disagree	20	5,7	5,7	99,4
	23,00	2	,6	,6	100,0
	Total	348	99,4	100,0	
Missing	99,00	2	,6		
Total		350	100,0		

According to table below 29.4% of responders were disagree and 18.9% were strongly disagree that billboards in Famagusta are creative. 27.6% were undecided to creativity in Famagusta billboards and 21.5% were agreeing that billboards are creative in Famagusta. Just 2.6% of participants were strongly agreed.

Table 22: Billboards in Famagusta are creative

		Frequen cy	Percen t	Valid Percent	Cumulative Percent
Valid	strongly agree	9	2,6	2,6	2,6
	agree	74	21,1	21,5	24,1
	Undecided	95	27,1	27,6	51,7
	disagree	101	28,9	29,4	81,1
	strongly disagree	65	18,6	18,9	100,0
	Total	344	98,3	100,0	
Missing	99,00	6	1,7		
Total		350	100,0		

29.6% of participants were disagreeing that billboards in Famagusta influence their purchasing behavior. Almost in the equal level, 28.4% of responders were undecided about this question. While 21.9% of them were agree and 6.2% were strongly agree which billboards in Famagusta can have impact on their buying behavior, just 13.9% of responders said that there are strongly disagree and billboards in Famagusta doesn't have any Impact on their purchasing behavior.

Table 23: Billboards in Famagusta are influence my purchasing behavior

		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	21	6,0	6,2	6,2
	agree	74	21,1	21,9	28,1
	Undecided	96	27,4	28,4	56,5
	disagree	100	28,6	29,6	86,1
	strongly disagree	47	13,4	13,9	100,0
	Total	338	96,6	100,0	
Missing	99,00	12	3,4		
Total		350	100,0		

39% of responders try to get information about the billboards whenever they are looking into them while the 28.9% of participants were disagree about getting information of billboards in Famagusta whenever they looking them. 7.5% of people who answer this question were strongly disagreeing that they won't look for information about product or services when they saw the billboards.

Table 24: After I saw Billboards, I try to get information about the product/service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	15	4,3	4,3	4,3
	agree	135	38,6	39,0	43,4
	Undecided	70	20,0	20,2	63,6
	disagree	100	28,6	28,9	92,5
	strongly disagree	26	7,4	7,5	100,0
	Total	346	98,9	100,0	
Missing	99,00	4	1,1		
Total		350	100,0		

Majority of responders (40.2%) were undecided about visual contrast in billboards in Famagusta. 32.7% of participants were agree that billboards in Famagusta have clear contrast between background, visual and copy, while 17.3% of responders were disagree with this idea. Responders who were strongly agreed and strongly disagree are almost equal 5%.

Table 25: Billboards in Famagusta are clear contrast between background, visuals, and copy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	16	4,6	4,6	4,6
	Agree	113	32,3	32,7	37,3
	undecided	139	39,7	40,2	77,5
	disagree	60	17,1	17,3	94,8
	strongly disagree	18	5,1	5,2	100,0
	Total	346	98,9	100,0	
Missing	99,00	4	1,1		
Total		350	100,0		

Based on table below, majority (50.9) of participants were agreeing that headlines in Famagusta billboards took their attention. 21% of people were undecided to this question. Headlines in Famagusta billboards don't take attention for 15.4% of responders. 11.4% of participants were strongly agreed with this idea that headlines that stand out in the advertising are attract their attention. Just 1.1% of students who responds to this question were strongly disagree.

Table 26: I believe headlines that stand out in the ad is attract my attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	40	11,4	11,4	11,4
	Agree	178	50,9	50,9	62,3
	Undecided	74	21,1	21,1	83,4
	Disagree	54	15,4	15,4	98,9
	strongly disagree	4	1,1	1,1	100,0
	Total	350	100,0	100,0	

Majority (53.3%) of participants were agreeing that using one visual element get their attention more, although just 7.2% of participants were disagreed, 20.7% of responders were undecided about this question. While 16.4% of students who respond to this question were strongly disagree that using one visual get their attention, just 2.3% of were strongly disagree with this idea.

Table 27: Using one visual get my attention more

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly agree	57	16,3	16,4	16,4
	Agree	185	52,9	53,3	69,7
	Undecided	72	20,6	20,7	90,5
	disagree	25	7,1	7,2	97,7
	strongly disagree	8	2,3	2,3	100,0
Valid	Total	347	99,1	100,0	
Missing	99,00	3	,9		
Total		350	100,0		

According to information below 42.2% were agree that knowing language is not important and they can interpret what is billboards means. 21.2% of responders were undecided to this question. In the next level 19.8% of participants were disagree and they couldn't understand the billboards whenever they don't know language. While the 12.2% of participants were strongly agreeing which whiteout knowing language, they could relays that billboards meaning, just 4.7% of responders were strongly disagree.

Table 28: No matter I didn't understand language I can interpret what it means

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	42	12,0	12,2	12,2
	Agree	145	41,4	42,2	54,4
	Undecided	73	20,9	21,2	75,6
	disagree	68	19,4	19,8	95,3
	strongly disagree	16	4,6	4,7	100,0
	Total	344	98,3	100,0	
Missing	99,00	6	1,7		
Total		350	100,0		

Based on table below 38.4 % of responders were agree and 12.9% were strongly agree that after seven words they won't continue to read billboards. 24.6%percent of people who answer this question were undecided and 19.7% of participants were not agree that after seven words they stopped to reading billboards.

Table 29: After seven words in the copy I'm am not reading billboard

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	45	12,9	13,0	13,0
	Agree	133	38,0	38,4	51,4
	undecided	85	24,3	24,6	76,0
	disagree	68	19,4	19,7	95,7
	strongly disagree	15	4,3	4,3	100,0
	Total	346	98,9	100,0	
Missing	99,00	4	1,1		
Total		350	100,0		

Statics in table below are relatively equal. 36% of participants were agreeing that billboards in Famagusta can be noticed easily; while 26.6% of responders were disagreeing with this idea. 4.9% of responders were strongly disagreeing and they couldn't understand billboards in Famagusta easily.22.9% of responders were undecided and 9% of them were strongly agree that they will easily notice the billboards.

Table 30: I believe Billboards in Famagusta can noticed easily

		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	32	9,1	9,2	9,2
	Agree	125	35,7	36,1	45,4
	undecided	80	22,9	23,1	68,5
	disagree	92	26,3	26,6	95,1
	strongly disagree	17	4,9	4,9	100,0
	Total	346	98,9	100,0	
Missing	99,00	4	1,1		
Total		350	100,0		

Responders who 31.9% of responders answer undecided to this question, while 24.6% of responders were disagree and 14.9% were strongly disagree that Famagusta billboards have powerful visual impression. 20% of participants believed that Famagusta's billboards have powerful visual impression. Just 7.9% of responders strongly believed that powerful visual impression is in Famagusta billboards.

Table 31: I believe Billboards in Famagusta have powerful visual impression

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	27	7,7	7,9	7,9
	Agree	70	20,0	20,5	28,4
	undecided	109	31,1	31,9	60,2
	disagree	84	24,0	24,6	84,8
	strongly disagree	52	14,9	15,2	100,0
	Total	342	97,7	100,0	
Missing	99,00	8	2,3		
Total		350	100,0		

According to information below 41% of responders were agree that they are keeping continue to see the billboards whenever they pass the road, while 22% of them were disagree and wont looking to billboards when they pass the road. 20.9% of participants were undecided and 14.2% were strongly agreed. Just 1.7% was strongly disagreeing.

Table 32: I keep continue to see same billboards when I pass on that road

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	49	14,0	14,2	14,2
	Agree	141	40,3	41,0	55,2
	undecided	72	20,6	20,9	76,2
	disagree	76	21,7	22,1	98,3
	strongly disagree	6	1,7	1,7	100,0
	Total	344	98,3	100,0	
Missing	99,00	6	1,7		
Total		350	100,0		

31.4% of responders were agreed and 10.6% were strongly agreed that they like the guerrilla advertising in Famagusta. While 14.4% don't like and 4.7% strongly don't like guerrilla advertisements in Famagusta. 39% of participants were undecided to this question.

Table 33: I like Guerilla advertising in Famagusta

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	36	10,3	10,6	10,6
	Agree	107	30,6	31,4	41,9
	undecided	133	38,0	39,0	80,9
	disagree	49	14,0	14,4	95,3
	strongly disagree	16	4,6	4,7	100,0
	Total	341	97,4	100,0	
Missing	99,00	9	2,6		
Total		350	100,0		

Guerrilla advertising gets 36.3% of participant's attention, more than billboards in Famagusta, while 12.9% of responders said that they are not agree and guerrilla advertising won't take their attention. Although 2.6% of responders were strongly disagreed with this idea, 18.4% of responders were strongly agreed that guerrilla advertising is more attractive than billboards. Lastly 29.8% of responders were undecided about this question.

Table 34: Guerrilla advertising gets my attention more than billboard ads.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	63	18,0	18,4	18,4
	Agree	124	35,4	36,3	54,7
	undecided	102	29,1	29,8	84,5
	disagree	44	12,6	12,9	97,4
	strongly disagree	9	2,6	2,6	100,0
	Total	342	97,7	100,0	
Missing	99,00	8	2,3		
Total		350	100,0		

School logo on the school bus is familiar for majority of participants. 35.9% of responders were agreed and 34.8% of responders were strongly agreed that differentiate school bus when they see the school logo. While just 8.6% of responders were disagree and 1.7% were strongly disagree which they can't distinction to school bus based on school logo. 19% were undecided to this question.

Table 35: I differentiate my school bus when I see my school logo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	121	34,6	34,8	34,8
	Agree	125	35,7	35,9	70,7
	undecided	66	18,9	19,0	89,7
	disagree	30	8,6	8,6	98,3
	strongly disagree	6	1,7	1,7	100,0
	Total	348	99,4	100,0	
Missing	99,00	2	,6		
Total		350	100,0		

Majority of responders (48%) were agreeing that will read advertising sign boards whenever they pass the road in general. Except the 5.7% of participants who were strongly disagreed, rests of the answers were almost in equal level. 15% of responders were strongly agreed, and they defiantly read advertising sign boards, although 14.3% of responders were disagreed with this idea. 16.9% were undecided about this question.

Table 36: When I pass on the road generally, I read advertising sign board

		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	53	15,1	15,1	15,1
	Agree	168	48,0	48,0	63,1
	undecided	59	16,9	16,9	80,0
	strongly disagree	50	14,3	14,3	94,3
	strongly disagree	20	5,7	5,7	100,0
	Total	350	100,0	100,0	

Advertising signboards in Famagusta help 31.4% of responders to find their needs. Although 10.9% strongly agree which can find their needs through sign boards, 7.7% of responders were strongly disagreed. Also, 22.6% of participants in the next level disagreed that sign boards in Famagusta could be useful for them. In the end, 27.4% of responders were undecided about this.

Table 37: Advertising sign board is helping me to find my need in Famagusta

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	38	10,9	10,9	10,9
	Agree	110	31,4	31,4	42,3
	undecided	96	27,4	27,4	69,7
	Disagree	79	22,6	22,6	92,3
	strongly disagree	27	7,7	7,7	100,0
	Total	350	100,0	100,0	

4.4 Relationship between variables

In this part analysis would be made on each student's perception of visual elements in outdoor advertising in the comparison with their gender and their reaction to the visual element's attention with other questions.

The Table below shows the respondent's perception on the visual elements based on their gender. As the results shows image and the visuals are most attractive for the males in the comparison with the females, while the colors are more attractive for women than the man.

Table 38: Which visual element on billboard advertising's gets your attention first?

		gender		Total
		female	male	
	Colors	43	41	84
	visual	79	113	192
	message	8	24	32
	logo	9	25	34
	other	2	2	4
Total		141	205	346

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,105 ^a	4	,039
Likelihood Ratio	10,401	4	,034
Linear-by-Linear Association	7,259	1	,007
N of Valid Cases	346		

- a. 2 cells (20, 0%) have expected count less than 5. The minimum expected count is 1,63.

The table below shows the participant's perception of visual elements based on their region of their living. For most of the respondents (49) who live in dormitory and Gülseren area image & visual are the most attractive elements and the responders who live in Baykal area (0) have the less attention to the visual elements. Although responders who live in Karakol (0) don't have any attention to the colors, participants who live in the dormitory (32) have the most attention to the colors. For the people who live in Nicosia road (30) image & visual are the most attractive element as well.

Table 39: If you are living in flat which region?

									Total
		NicoR.	Guls.	Karak.	Sakar.	Bayk	other	I am not living in flat	
Which visual element on billboard gets your attention first?	Color	8	14	0	10	6	14	32	84
	visual	30	40	12	20	0	36	49	187
	Mess	6	6	4	2	2	8	4	32
	logo	4	5	0	4	0	8	13	34
	other	0	2	2	0	0	0	0	4
Total		48	67	18	36	8	66	98	341

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57,751 ^a	24	,000
Likelihood Ratio	58,010	24	,000
Linear-by-Linear Association	1,347	1	,246
N of Valid Cases	341		
a. 18 cells (51, 4%) have expected count less than 5. The minimum expected count is, 09.			

The chart below getting information about international students' perception of visual elements based on the channel which they mostly use for getting information of services and products in Famagusta. Visual & image are the most attractive factor for the people who use social media. 149 of participants chose visual as an attractive factor. While the logo in billboard advertisements are not attractive for them and just 22 of them pay attention to the logo in billboards in Famagusta. People who use

billboards as a usual channel for getting information about services in Famagusta chose visual & image as attractive factor but just 2 of them pay attention to the messages in the billboards in Famagusta.

Table 40: Which channel do you use most while getting information about product/services in Famagusta

							Total
		TV	billboard	Radio	social media	Other	
Which visual element on billboard advertising's gets your attention first?	Color	2	6	2	64	10	84
	visual	14	20	2	149	5	190
	Mess	2	2	0	24	4	32
	logo	2	3	0	22	7	34
	other	2	0	0	2	0	4
Total		22	31	4	261	26	344

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35,907 ^a	16	,003
Likelihood Ratio	29,862	16	,019
Linear-by-Linear Association	,888	1	,346
N of Valid Cases	344		

The chart below shows the responder's perception of visual attention based on their memories of the outdoor advertising mediums. 132 of responders chose billboards which have a visual & image as a most remember able outdoor advertising. In the same position colors is another factor for the responders which could remember billboards more than the other advertising mediums and 33 of them chose the color

as an attractive factor. 21 of responders also choose bus advertising which has attractive colors as remember able outdoor advertising.

Table 41: Which outdoor advertising is more remember able for you generally?

							Total
		bus	billboard&graffity	guerrilla ads	kiosk	other	
Which visual element on billboard advertising's gets your attention first?	Color	21	33	16	2	11	83
	visual	20	132	20	4	11	187
	Mess	4	12	7	2	6	31
	logo	10	17	0	4	3	34
	other	0	2	0	0	2	4
Total		55	196	43	12	33	339

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57,462 ^a	16	,000
Likelihood Ratio	55,881	16	,000
Linear-by-Linear Association	,734	1	,391
N of Valid Cases	339		
a. 12 cells (48,0%) have expected count less than 5. The minimum expected count is, 14.			

In this question we showed responders the 4 different colors picture A was the green, picture B was blue, picture D was orange and picture E was red. Surprisingly generally the responders, who choose the color as an attractive factor in billboards, are less than the responders who choose the visual as an attractive factor (189vs80). Moreover 88 of the participants who choose visual element as an attractive factor paid attention to the green color; 47 of the participants who could colors as attractive factor, paid attention to the green picture as well. In the next level, orange color is the

attractive color for the 38 of responders who choose visual and 17 of the responders who choose the color as attractive factors. Orange is the most attractive color far the responders who pay attention to the logo and the messages in the billboards in Famagusta as well and equally 12 of them paying attention to the orange also.

Table 42: Which picture get your attention more as a billboard advertising in picture 1

							Total
		Pict. 1 a	Pict. 1 b	Pict. 1 d	Pic. 1 e	none	
Which visual element on billboard advertising's gets your attention first?	Colors	47	6	17	10	0	80
	visual	88	36	38	23	4	189
	message	8	10	12	2	0	32
	logo	7	4	12	5	6	34
	other	0	2	2	0	0	4
Total		150	58	81	40	10	339

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61,559 ^a	16	,000
Likelihood Ratio	54,014	16	,000
Linear-by-Linear Association	18,746	1	,000
N of Valid Cases	339		

This chart illustrates the international student perception of visual elements in Famagusta's billboards based on their memories of guerrilla advertising in Famagusta city. In this question picture A is referring to the Flexi land guerrilla advertising, picture B is referring to the Yemen Cafe guerrilla advertising and the picture C is referring to the Alpet petrol station guerrilla advertising. Majority of respondents (114) which chose visual factors could remember Flexi land. Flexi land

was remembered able for the responders who chose color as well and the 40 of could remember Flexi land guerrilla advertising. Yemen Cafe also was the popular guerrilla advertising between responders and the 68 of them who paid attention to the visual and images could remember Yemen Cafe picture as well.

Table 43: Which guerilla advertising is familiar for you in picture 2

						Total
		Pict. 2 a	Pict.2 b	Pict.2c	None	
Which visual element on billboard advertising's gets your attention first?	Colors	40	38	2	4	84
	visual	114	68	4	4	190
	message	12	16	2	2	32
	logo	16	8	6	4	34
	other	0	4	0	0	4
Total		182	134	14	14	344

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39,980 ^a	12	,000
Likelihood Ratio	33,657	12	,001
Linear-by-Linear Association	6,067	1	,014
N of Valid Cases	344		

Generally (75) of the responders who couldn't remember the guerrilla advertising location were responders who chose visual and images as an attractive factor in Famagusta billboards. Surprisingly, the majority (99) of the responders who answer the right location of the guerrilla advertising were from the people who chose visual as attractive factor as well.

Table 44: Where is that guerilla advertising is located do you think?

					Total
		right	Wrong	no idea	
Which visual element on billboard advertising's gets your attention first?	Colors	44	10	26	80
	visual	99	10	75	184
	message	24	0	8	32
	logo	15	0	18	33
	other	2	0	2	4
Total		184	20	129	333

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17,600 ^a	8	,024
Likelihood Ratio	20,226	8	,010
Linear-by-Linear Association	,661	1	,416
N of Valid Cases	333		
a. 6 cells (40,0%) have expected count less than 5. The minimum expected count is, 24.			

The table below shows the responders' perception of billboards visual attention element based on their reminding sign boards observed. In the reminding analysis, the answers are quite different. As results shows, 66 of responders that choose the visual and image as an attractive element couldn't remember more than 3 of the signboards pictures. Moreover, twenty-one of the responders that could remember any of the signboards chose visual as well. On the other hand, 26 of participants that could remember more than 5 sign boards pay attentions to the colors in the billboards.

Table 45: How many advertisings sign board you see before that showed in picture 3?

							Total
		At least 3	4	5	More than 5	None of them	
Which visual element on billboard advertising's gets your attention first?	Color	26	22	4	26	6	84
	visual	66	35	22	48	21	192
	Mess age	16	4	2	8	2	32
	logo	14	1	4	8	7	34
	other	4	0	0	0	0	4
Total		126	62	32	90	36	346

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26,898 ^a	16	,043
Likelihood Ratio	29,573	16	,020
Linear-by-Linear Association	,309	1	,578
N of Valid Cases	346		
a. 9 cells (36,0%) have expected count less than 5. The minimum expected count is, 37.			

Based on the results below, majority of the responders who thought billboards in Famagusta are based on entertaining, are attracted to visuals and image. In other words, 107 of the responders who agree with this idea were attracted to the visual and images of the billboards.

Table 46: Billboards in Famagusta are about entertaining?

							Total
		SA	A	U	D	SD	
Which visual element on billboard advertising's gets your attention first?	Colors	14	36	18	12	4	84
	visual	19	107	42	20	4	192
	message	2	12	14	2	2	32
	logo	6	13	8	4	3	34
	other	2	0	2	0	0	4
Total		43	168	84	38	13	346

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28,061 ^a	16	,031
Likelihood Ratio	27,136	16	,040
Linear-by-Linear Association	,202	1	,653
N of Valid Cases	346		

a. 12 cells (48,0%) have expected count less than 5. The minimum expected count is ,15.

Based on the results from, seventy-nine of the responders who disagree that billboards in Famagusta are confusing are the participants who are attracted to the image and visuals in the billboards in Famagusta.

Table 47: Billboards in Famagusta are confusing?

								Total
		SA	A	U	D	SD	23,00	
Which visual element on billboard advertising's gets your attention first?	Colors	10	18	30	26	0	0	84
	image/visual	12	41	48	79	8	2	190
	Message	0	2	14	10	6	0	32
	logo	2	6	13	9	4	0	34
	other	0	2	2	0	0	0	4
Total		24	69	107	124	18	2	344

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41,438 ^a	20	,003
Likelihood Ratio	45,498	20	,001
Linear-by-Linear Association	1,163	1	,281
N of Valid Cases	344		

a. 15 cells (50, 0%) have expected count less than 5. The minimum expected count is, 02.

Based on the results below, most of the responders (36) who disagree with the creativity in Famagusta billboards are participants who are attracted to the colors in the Famagusta billboards.

Table 48: Billboards in Famagusta are creative?

							Total
		SA	A	U	D	SD	
Which visual element on billboard advertising's gets your attention first?	Colors	1	20	13	32	16	82
	visual	8	36	57	54	33	188
	Mess.	0	12	10	2	8	32
	logo	0	4	11	11	8	34
	other	0	2	0	2	0	4
Total		9	74	91	101	65	340

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29,039 ^a	16	,024
Likelihood Ratio	34,903	16	,004
Linear-by-Linear Association	,015	1	,903
N of Valid Cases	340		
a. 9 cells (36,0%) have expected count less than 5. The minimum expected count is, 11.			

As the table below shows, most of the responders (58 disagree & 29 strongly disagree) who disagree with the billboards in Famagusta having an influence on their purchasing behavior, are the people who chose the image and visual as the attractive features. Moreover, most of the responders (23 disagree & 10 strongly disagree) who are attracted to the colors in the Famagusta billboards, disagree that the billboards in Famagusta have an influence on their purchasing behavior.

Table 49: Billboards in Famagusta influence my purchasing behavior?

							Total
		SA	A	U	D	SD	
Which visual element on billboard advertising's gets your attention first?	Colors	3	24	22	23	10	82
	visual	16	27	56	58	29	186
	message	2	6	6	14	2	30
	logo	0	13	12	3	6	34
	other	0	2	0	2	0	4
Total		21	72	96	100	47	336

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31,349 ^a	16	,012
Likelihood Ratio	36,138	16	,003
Linear-by-Linear Association	,165	1	,685
N of Valid Cases	336		
a. 9 cells (36,0%) have expected count less than 5. The minimum expected count is, 25.			

Based on the results from, most of the responders (24) that chose colors as an attractive factor in billboards, disagree that the billboards in Famagusta have a clear contrast between backgrounds, visual, and copy. On the other hand, most of the responders (69 agree & 10 strongly agree) who agree with this idea, were the responders who were attracted to the image and visual.

Table 50: Billboards in Famagusta are clear contrast between backgrounds, visual, and copy?

							Total
		SA	A	U	D	SD	
Which visual element on billboard advertising 's gets your attention first?	Colors	4	18	34	24	2	82
	Visual	10	69	69	34	10	192
	Mess.	0	12	18	0	0	30
	Logo	0	12	16	0	6	34
	Other	2	0	2	0	0	4
Total		16	111	139	58	18	342

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	62,210 ^a	16	,000
Likelihood Ratio	63,251	16	,000
Linear-by-Linear Association	1,964	1	,161
N of Valid Cases	342		
a. 11 cells (44, 0%) have expected count less than 5. The minimum expected count is, 19.			

Based on the results below, most of the responders (88 agree & 27 strongly agree) who could interpret the billboards message are the people who chose the image and visual factor as an attractive feature in the billboards.

Table 51: If I did not understand the language, I can interpret what it means?

							Total
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	
Which visual element on billboard advertising's gets your attention first?	Colors	7	26	24	23	2	82
	visual	27	88	34	27	12	188
	message	4	14	4	10	0	32
	logo	4	11	11	6	2	34
	other	0	4	0	0	0	4
Total		42	143	73	66	16	340

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28,994 ^a	16	,024
Likelihood Ratio	31,582	16	,011
Linear-by-Linear Association	,947	1	,330
N of Valid Cases	340		

Seventy-eight of the responders who did not read the billboards after seven words are the responders who chose visual and image. Twenty-six of the responders attracted to the color agree as well. In the next level, twenty-two of the responders attracted to the color in billboards are undecided in the reading billboards.

Table 52: After seven words in the copy, I am not reading the billboard?

							Total
		SA	A	U	D	SD	
Which visual element on billboard advertising's gets your attention first?	Colors	13	26	22	20	3	84
	visual	26	78	50	32	2	188
	message	0	10	8	12	2	32
	logo	4	17	3	2	8	34
	other	0	2	2	0	0	4
Total		43	133	85	66	15	342

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58,063 ^a	16	,000
Likelihood Ratio	51,938	16	,000
Linear-by-Linear Association	1,503	1	,220
N of Valid Cases	342		
a. 10 cells (40,0%) have expected count less than 5. The minimum expected count is, 18.			

The table below shows the international student perception of visual elements based on their answers to noticed billboards in Famagusta. As the results show, generally most of the responders (80 agree & 15 strongly agree) who noticed the billboards in Famagusta are the people who chose visual and image as an attractive factor in the billboards. On the other hand, most of the responders (32) sensitive to the colors as an attractive feature of billboards, disagrees that billboards in Famagusta are easily noticed.

Table 53: I believe Billboards in Famagusta can be noticed easily?

							Total
		SA	A	U	D	SD	
Which visual element on billboard advertising's gets your attention first?	Colors	7	22	21	32	2	84
	visual	15	80	35	46	12	188
	message	2	8	16	4	2	32
	logo	8	11	8	6	1	34
	other	0	0	0	4	0	4
Total		32	121	80	92	17	342

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46,537 ^a	16	,000
Likelihood Ratio	42,518	16	,000
Linear-by-Linear Association	1,896	1	,169
N of Valid Cases	342		
a. 10 cells (40,0%) have expected count less than 5. The minimum expected count is, 20.			

Most of the responders (30 agree & 11 strongly agree) were attracted to the colors in the billboards, like the guerrilla advertising in Famagusta. However, eighty-two of the responders were attracted to the image and the visual, were undecided about the guerrilla advertising in Famagusta.

Table 54: I like Guerilla advertising in Famagusta?

							Total
		SA	A	U	D	SD	
Which visual element on billboard advertising's gets your attention first?	Colors	11	30	22	18	2	83
	visual	17	57	82	22	6	184
	message	0	10	14	4	4	32
	logo	4	8	13	5	4	34
	other	4	0	0	0	0	4
Total		36	105	131	49	16	337

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57,312 ^a	16	,000
Likelihood Ratio	43,209	16	,000
Linear-by-Linear Association	,372	1	,542
N of Valid Cases	337		

a. 12 cells (48, 0%) have expected count less than 5. The minimum expected count is, 19.

Based on the results below, most of the responders (96 agree & 26 strongly agree) attracted to the images and visual in the billboards in Famagusta, will keep reading the sign boards in Famagusta whenever they pass on the road.

Table 55: When I pass on the road, I generally read the advertising sign board?

							Total
		SA	A	U	D	SD	
Which visual element on billboard advertising's gets your attention first?	Color	13	38	17	16	0	84
	visual	26	96	28	30	12	192
	message	2	16	6	2	6	32
	logo	10	14	6	2	2	34
	other	0	2	2	0	0	4
Total		51	166	59	50	20	346

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31,464 ^a	16	,012
Likelihood Ratio	33,476	16	,006
Linear-by-Linear Association	,093	1	,761
N of Valid Cases	346		

a. 11 cells (44,0%) have expected count less than 5. The minimum expected count is, 23.

Billboard advertising could help sixty-eight responders who are attracted to the image and visual in the billboards but could not help fifty responders to meet their needs in Famagusta.

Table 56: Advertising sign board is helping me to find my need in Famagusta?

							Total
		SA	A	U	D	SD	
Which visual element on billboard advertising's gets your attention first?	Colors	11	18	30	19	6	84
	visual	15	68	42	50	17	192
	message	2	12	14	2	2	32
	logo	8	8	10	6	2	34
	other	2	0	0	2	0	4
Total		38	106	96	79	27	346

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34,915 ^a	16	,004
Likelihood Ratio	35,103	16	,004
Linear-by-Linear Association	2,655	1	,103
N of Valid Cases	346		
a. 9 cells (36,0%) have expected count less than 5. The minimum expected count is, 31.			

As the table below shows, most of the females (26) live in Gülseren region and the majority of males (42) live in the Nicosia road area. Sakarya is also another popular area, with twenty-two males and sixteen females living in this area.

Table 57: If you are living in flat, which region?

									Total
		Nicos. Road.	Guls.	Karak.	Sak.	Baykal	Other	Not Living in Flat	
Gender	Female	8	26	8	16	2	25	53	138
	Male	42	41	10	22	6	41	45	207
Total		50	67	18	38	8	66	98	345

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21,229 ^a	6	,002
Likelihood Ratio	22,680	6	,001
Linear-by-Linear Association	12,435	1	,000
N of Valid Cases	345		

a. 2 cells (14,3%) have expected count less than 5. The minimum expected count is 3,20.

Generally, most of the females (38 dislike a little & 28 dislike a lot) do not like the billboards in Famagusta, while most males (112 like a little & 28 like a lot) like the billboards.

Table 58: What do you feel about billboard advertising in Famagusta?

							Total
		Like a Little	Like a Lot	Dislike a Little	Dislike a Lot	5,00	
Gender	Female	63	12	38	28	0	141
	Male	112	28	33	30	5	208
Total		175	40	71	58	5	349

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13,164 ^a	4	,011
Likelihood Ratio	14,898	4	,005
Linear-by-Linear Association	3,209	1	,073
N of Valid Cases	349		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,02.

Responders who pay attention to the message and logo in billboards are mostly males, while females are most attractive to the image and color. Twenty-five of the male responders are attracted to the logo, while just nine of females pay attention to the logos in billboards.

Table 59: Which visual element on billboard advertising's gets your attention first?

							Total
		Col ors	Visual	Messag e	Logo	Other	
Gender	Female	43	79	8	9	2	141
	Male	41	113	24	25	2	205
Total		84	192	32	34	4	346

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,105 ^a	4	,039
Likelihood Ratio	10,401	4	,034
Linear-by-Linear Association	7,259	1	,007
N of Valid Cases	346		

a. 2 cells (20, 0%) have expected count less than 5. The minimum expected count is 1, 63.

Based on the tables below, cinema, concert, and event billboards are the most seen billboards in the Famagusta area for males and females (104 male & 72 female)

alike. Surprisingly in the next level, the females noticed the real estate billboards with twenty responders, while the males noticed the clothing and accessories billboards with thirty-seven responders.

Table 60: What sort of billboards you are seeing most in Famagusta?

									Total
		Cinema, Concerts & Events	Clothing & Accessories	Real Estate	Rent a Car	Önder, Citymall, Lemar	Company itself that produce some service	Other	
Gender	Female	72	17	20	10	10	0	12	141
	Male	104	37	28	16	12	10	2	209
Total		176	54	48	26	22	10	14	350

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20,844 ^a	6	,002
Likelihood Ratio	24,848	6	,000
Linear-by-Linear Association	1,291	1	,256
N of Valid Cases	350		

a. 1 cells (7, 1%) have expected count less than 5. The minimum expected count is 4,03.

Women responded more correctly than the total number of respondents. The total number of female respondents was 136, of which eighty-nine responded correctly and forty-seven had no idea. While out of 201 male respondents, 108 were correct, eighty-seven had no idea, and six responders answered incorrectly.

Table 61: Where is that guerilla advertising is located do you think?

					Total
		Right	Wrong	No Idea	
Gender	Female	89	0	47	136
	Male	108	6	87	201
Total		197	6	134	337

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7,515 ^a	2	,023
Likelihood Ratio	9,661	2	,008
Linear-by-Linear Association	3,565	1	,059
N of Valid Cases	337		

a. 2 cells (33, 3%) have expected count less than 5. The minimum expected count is 2, 42.

Based on the results below, fifty-seven female respondents did not comment on the conceptuality of Famagusta billboards, while 104 male respondents believe that the billboards in Famagusta are conceptual.

Table 62: Billboards in Famagusta are informative concept

							Total
		SA	A	U	D	SD	
Gender	Female	10	49	57	24	0	140
	Male	11	104	64	21	4	204
Total		21	153	121	45	4	344

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12,966 ^a	4	,011
Likelihood Ratio	14,442	4	,006
Linear-by-Linear Association	2,824	1	,093
N of Valid Cases	344		
a. 2 cells (20, 0%) have expected count less than 5. The minimum expected count is 1, 63.			

The women answered this question very consistently. Forty-two of the female responders agree, and equally forty-five of the female responders disagree, that they try to gather information from the billboards. On the other hand, ninety-three male responders in the poll agree that they are trying to gather information from the billboards.

Table 63: After I saw Billboards, I try to get information about the product/service

							Total
		SA	A	U	D	SD	
Gender	Female	8	42	38	45	6	139
	Male	7	93	32	55	20	207
Total		15	135	70	100	26	346

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15,625 ^a	4	,004
Likelihood Ratio	15,838	4	,003
Linear-by-Linear Association	,186	1	,667
N of Valid Cases	346		
a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,03.			

Compared to the total number of male and female respondents, the billboards headline appeals to both groups and attract their attention. In other words, almost more than half of the population of both groups (101 of 209 male responders & 77 of females as responders) agree.

Table 64: I believe headlines that stand out in the ad is attract my attention

							Total
		SA	A	U	D	SD	
Gender	Female	9	77	36	19	0	141
	Male	31	101	38	35	4	209
Total		40	178	74	54	4	350

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11,348 ^a	4	,023
Likelihood Ratio	13,161	4	,011
Linear-by-Linear Association	,122	1	,727
N of Valid Cases	350		
a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1, 61.			

As results show, compared to the total number of male and female respondents, the billboards' visual elements are appealing to both groups, and using a minimum of one visual element, attract their attention more. Eighty females agree with this idea, while twenty-nine of them strongly agree with this idea. Besides, 105 males agree with this idea, while twenty-eight of them strongly agree with this idea.

Table 65: Using one visual get my attention more

							Total
		SA	A	U	D	SD	
Gender	Female	29	80	20	7	4	140
	Male	28	105	52	18	4	207
Total		57	185	72	25	8	347

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9,890 ^a	4	,042
Likelihood Ratio	10,130	4	,038
Linear-by-Linear Association	5,324	1	,021
N of Valid Cases	347		

a. 2 cells (20, 0%) have expected count less than 5. The minimum expected count is 3, 23.

Based on the tables below, compared to the total number of male and female respondents, the women are less concerned with billboards. More than half of the men (58 agree & 17 strongly agree) responded that after reading seven words, they would not read the rest of the text. While forty-five males responded that they disagree, and they will continue to read the billboard's text.

Table 66: After seven words in the copy I'm am not reading billboard

							Total
		SA	A	U	D	SD	
Gender	Female	17	58	39	23	1	138
	Male	28	75	46	45	14	208
Total		45	133	85	68	15	346

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,073 ^a	4	,039
Likelihood Ratio	11,906	4	,018
Linear-by-Linear Association	3,088	1	,079
N of Valid Cases	346		
a. 0 cells (, 0%) have expected count less than 5. The minimum expected count is 5, 98.			

The table below shows what responders consider from billboards based on their gender. As the results show, most of the responders who did not notice billboards in Famagusta are female. Forty-six responders disagree and eleven strongly disagree that the billboards in Famagusta can be noticed easily. While, eighty-three males agree that they did easily notice billboards in Famagusta.

Table 67: I believe Billboards in Famagusta can noticed easily

							Total
		SA	A	U	D	SD	
Gender	Female	12	42	28	46	11	139
	Male	20	83	52	46	6	207
Total		32	125	80	92	17	346

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11,187 ^a	4	,025
Likelihood Ratio	11,075	4	,026
Linear-by-Linear Association	7,706	1	,006
N of Valid Cases	346		
a. 0 cells (, 0%) have expected count less than 5. The minimum expected count is 6, 83.			

As the results show, most of the males believe billboards in Famagusta have powerful visual impressions. Forty-three males agree and twenty-two males strongly

agree that billboards in Famagusta are visually sensational. While most females (43 disagree and 24 strongly disagree) believe billboards in Famagusta do not make a visual impression.

Table 68: I believe Billboards in Famagusta have powerful visual impression

							Total
		SA	A	U	D	SD	
Gender	Female	5	27	38	43	24	137
	Male	22	43	71	41	28	205
Total		27	70	109	84	52	342

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11,647 ^a	4	,020
Likelihood Ratio	12,139	4	,016
Linear-by-Linear Association	7,293	1	,007
N of Valid Cases	342		

Based on the tables below, compared to the total number of male and female respondents, women can more easily recognize the school bus. Females (58 strongly agree and 46 agree) said they can recognize their school bus immediately, while twenty-five of the males disagree.

Table 69: I differentiate my school bus when I see my school logo

							Total
		SA	A	U	D	SD	
Gender	Female	58	46	29	5	3	141
	Male	63	79	37	25	3	207
Total		121	125	66	30	6	348

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11,104 ^a	4	,025
Likelihood Ratio	11,957	4	,018
Linear-by-Linear Association	4,295	1	,038
N of Valid Cases	348		

This table shows how international students pay attention to the billboards in Famagusta and keep reading them based on their gender. As the results show, surprisingly 105 males agree and forty-four strongly agree that they will read the sign boards whenever they pass on the road.

Table 70: When I pass on the road generally, I read advertising sign board

							Total
		SA	A	U	D	SD	
Gender	Female	13	63	28	29	8	141
	Male	40	105	31	21	12	209
Total		53	168	59	50	20	350

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13,797 ^a	4	,008
Likelihood Ratio	13,982	4	,007
Linear-by-Linear Association	9,103	1	,003
N of Valid Cases	350		

a. 0 cells (, 0%) have expected count less than 5. The minimum expected count is 8, 06.

Chapter 5

CONCLUSIONS

This chapter gives a summary of the study, and the results are found to be interpreted and discussed throughout. Subsequently, this chapter shows that the hypothesis of the researchers is either positive or negative. Then, the research questions listed in the first chapter are revisited and reviewed. Lastly, suggestions for further research will be made.

5.1 Summary of the Study

This research has explored the role of visual attention on the international student of perception outdoor advertising. This research had relevance the effectiveness of motivation elements to the manufacturer of people attending. As almost half of the population of Famagusta are the international students, also had a look at the evaluated and measured the performance of advertising in two broad categories of communication effects and the economic effects of that advertisement in relation to its audience.

This section of the study provides a summary of the study in general on the conclusions of the survey and its analysis, as well as the interpretation of the given responses.

Data for this study was collected through a survey of three hundred international students in the range of 18 to 35 years old of EMU in Famagusta city, in a fairly 5%

of 7000 unknown Turkish language student from the population of 16,000 students. Respondent names were identified as data convenience sample lists of different social groups such as Iranian society, Nigerian society, etc. Respondents were carefully selected to meet the requirements for participation in this study.

The survey was carried out by administering a questionnaire which focused on outdoor advertising media and participants were selected the 11 faculties from 12 faculties in EMU. Low faculty was unobserved because this faculty is based on the Turkish language.

5.2 Conclusions Drawn from the Study

This study was embarked on to investigate the outdoor advertising in Famagusta city from international students' perspective and a survey was done in this respect with unknown Turkish language students who are currently studying in Eastern Mediterranean University in fall 2018-2019 semester.

The research was guided by seven research questions which were focused on the how participants' use and behavior and remember the outdoor advertising. Answers drawn from the analysis of the study "international student perception of outdoor advertising" will be proffered to research questions below:

RQ 1: How international students perceive outdoor advertising in Famagusta? In general, foreign students do not feel bad about Famagusta billboards. Although most of the respondents, like the billboards a little, believe that there is more entertainment advertising in Famagusta. Based on most participants believed billboards in Famagusta are informative concept but they are not confusing.

The information obtained shows that most respondents believed that billboards are more memorable than other advertisements. The reason for this could be the lack of respondent's recognition from guerrilla advertising. Because after seeing samples of guerrilla advertising images in Famagusta, they changed their minds, and they believed that guerrilla advertisements are more attractive than billboards.

RQ 2: What kind of outdoor advertising media has been more persuasive for the international students in Famagusta? Based on the information obtained, since majority of the billboards in this city could be noticed easily, thus, most of the students can connect with the billboards in Famagusta. Surprisingly, 41 percent of respondents said they could understand the meaning of ads without knowing the language. They certainly do not understand the details of the advertisement, but they can understand the general meaning of the advertisement. On the other hand, the number of responders who believed billboards in Famagusta couldn't notice easily was quite close.

The results showed that most participants don't use the billboards in Famagusta as a medium for getting information. Social media is a popular medium for international students. With social media groups or channels like the "Online Bazaar", it's very natural that 76 percent of respondents find social media to find their own needs.

Moreover, international students as forage people in the town tend to follow their friends. Famagusta billboards attract almost half of the student's attraction, while not as well as attractive to change international students purchasing behavior.

RQ 3: Which businesses are aware more for international students in Famagusta? Önder, Citymall, Lemar are the three unique companies which students know them since they come to the town for the first time. Since there is no alternative for the three companies in the city and students do not have too many options to choose, thus, students will follow them regardless of the advertisements from these three brands.

Most students are looking for entertainment programs, obviously, most of the billboards which have been seen have entertainment subject; other promotions, such as clothes or car rentals, have not been seen.

RQ 4: Which visual elements of outdoor advertising get attention first for the international students in Famagusta? Each feature object attracts more attention based on visual attention theory. Thus, using one visual element helps agencies to get people's attention and make advertisements more remember able. As the results shows headlines in Famagusta billboards are attractive for mans and woman both. Also, image and colors are two other factors that get peoples attraction. Based on the results, pictures attract more people's attention, but colors are more remembered.

Even though respondents did not have information about guerrilla advertising, they recalled these ads more than sign boards. While sign boards as the advertising which people saw every day do not remember able for this target market.

Although the majority of the responders couldn't remember more than 3 signboards, most of them could immediately recognize Flexi land guerrilla advertising, noticed Flexi land is not located in the crowded street. Also, a different color could attract

their attention and make advertising more remember able for the audiences. As the results show the majority of the people who felt the color as an attractive factor could remember more than 5 signboards.

RQ 5: What is the effect of billboards on international students' purchasing behavior? The results showed that although most participants don't use the billboards for services or products needs as a common channel, social media is a popular channel for international students; 76% of participants mentioned they used social media for getting services or product information's in Famagusta. While just 8.9% of responders using billboards as an effective channel for marketing. Thus, since students are more likely to use social media, billboards do not have much impact on their purchasing behavior.

Majority of responders were disagreed (29.6%disagree, 13.9%strongly disagree) which billboards attracted them to buy a specific product or using a service. The result showed 49%of responders thought billboards in Famagusta are about entertaining, so 50% of participants chose cinema& concerts and events as most seen billboards in Famagusta. With a lot of difference in the next level is the clothes & accessories is 15%. Thus, most of the forage students using the billboards for getting information about entertaining services rather than buy products.

RQ 6: How does gender attitude change from outdoor advertising? Based on the analysis, women are more likely to live in the Gülseren area and men are more likely to live in Nicosia Road region. Color is an attractive factor for females, while the men are more attractive to the billboard's image and visual in the Famagusta. Since

men are more conceptualist, so they pay more attention to logos and messages on billboards than women.

Men's believed that billboards Famagusta can be noticed easily and they have the powerful visual impression; results show women can remember more signboards than men also women were more likely to recognize the guerrilla advertising locations in Famagusta. Moreover, men are more concerned with advertising. Given the results, men are more likely to read the message and understand the meaning of advertising, even if they do not know the language of billboards writing. In addition, men look at billboards and signboards in the street more than women.

The results obtained from the survey show that if a brand is known, it will attract more attention. In other words, well-known brands billboards advertisements are attracting more attention. Most respondents believed that they would not pay much attention to the logo while they immediately recognize the school logo. Additionally, Flexi land's guerrilla advertisement remained more than other advertisements while just 4% of responders known about Alpet petrol guerrilla advertising and 95% of them couldn't recognize the location of it. That is also an important point because 15% of the responders using their own car and 6.5% using rent a car for their transportation but any of them didn't saw Alpet petrol station guerrilla advertising.

Based on this survey, images attract more attention to the audience, while the colors are more memorized. As the results show, most people who believed that pictures on billboards attract more attention, could not recall more than 3 of the signboards and all the responders who couldn't recall any of those signboards were the people who attract to image and visual. They couldn't recognize the guerrilla advertisement

locations as well. For those respondents' billboards are less confusing as well. For the people whose colors were the attractive factor, billboards in Famagusta are less creative and more confusing. Besides, image and visual elements are attractive for the responders who use social media as a channel for getting information about services and products.

Guerrilla advertisements are an unknown advertisement in Famagusta. Respondents were seen photos of 3 guerrilla advertisements in Famagusta (Flexi land, Yemen Cafe and Alpet petrol station); 52% of responders' choice Flexi land as a most familiar picture, and 39.7% choice Yemen Cafe. However, just 4% of responders known about Alpet petrol guerrilla advertising and 95% of them couldn't recognize the location of it. That is also an important point because 15% of the responders using their own car and 6.5% using rent a car for their transportation but any of them didn't saw Alpet petrol station guerrilla advertising.

Surprisingly, the percentages changed after responders saw guerrilla advertising in Famagusta; 10.6% strongly agree and 31.4% agree that they like guerrilla advertising in Famagusta. Moreover, 18.4% strongly agree and 36.3% agree which guerrilla advertising gets their attention more than billboards.

5.3 Recommendations for Further Research

The present study was conducted in fall2018-2019 semester among international students of 11 of the Faculties at Eastern Mediterranean University. This study is relevant to carefully investigate the perception of international students to outdoor advertising in North Cyprus. The study has investigated the factors which influence international students as an effective target market in Famagusta city.

Nearly half of Famagusta's populations are students of the Eastern Mediterranean University. Therefore, the city's market is planned according to the young population. Some of these target markets are young people who come from other countries.

The most important factor of creating an advertisement is the target audience. Knowledge about the target market population's manner will enable companies to have an advert for successful results. This study is a good resource for companies to have this knowledge about young international students in Famagusta market.

However, to put this study to a close, the researcher suggests a great need to have deep research based on creativity in advertising in Famagusta. The lack of the appropriate area for advertisements locates and the lack of regulation and rules for outdoor advertising can be the causes of less visual attention to the outdoor advertising in Famagusta as a small city. Find out how people from different countries and different culture respond to creativity in the advertisement, could be a future study subject. Moreover, since this research was based on international students who had the limitation-target market next research could be based on local citizen's perception of outdoor advertising in Famagusta city.

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APPENDIX

As a part of my Master research thesis at Eastern Mediterranean University (EMU), I conduct a survey that investigates the international student perception of outdoor advertising. I will appreciate if you could answer the following questions.

1. Gender

- a. Female b. Male c. Other

2. Age

- a. 17-20 b. 21-24 c. 25-29 d. 30-34 e. 35+

3. Which faculty you are educating?

- a. Architecture b. Arts & Sciences c. Business & Economics d. Communication
e. Dentistry f. Education g. Engineering h. Health Sciences i. Medicine j.
Pharmacy k. Tourism

4. What is your education level?

- a. Undergraduate b. master c. PHD d. other.....

5. How many years you are living in Famagusta?

- a. 1 b. 2 c. 3 d. 4 e. more than 4

6. Where do you live?

- a. Dormitory inside the campus b. dormitory outside the campus c.flat d.
other.....

7. If you are living in flat which region?

- a. Nicosia Road b. Gülseren c. Karakul d. Sakarya e. Baykal f. other
.....

g. I am not living in flat

8. Which transportation vehicle you are using mostly when you arrive somewhere in Famagusta?

a. School bus b. rent a car c. owned car d. bicycle e. walk f. Taxi g.
other.....

9. Which channel do you use most while getting information about product/services in Famagusta?

a. TV b. Billboard c. Radio d. Social media e. other.....

10. What do you feel about Billboard Advertising in Famagusta?

a. like a little b. like a lot c. dislike a little d. dislike a lot e. Uncertain

11. Which outdoor advertising is more remember able for you generally?

a. Bus b. Billboards & graffiti c. Guerrilla advertising d. Kiosk e.
other.....

12. Which visual element on billboard advertising's get your attention first?

a. Colors b. image/visual c. message d. logo e. other.....

13. Which picture gets your attention more as billboard advertising in picture 1?

a. Picture 1 a b. Picture 1 b c. Picture 1 d e. Picture 1 e f. none

14. What sort of billboards or signboard you are seeing most in Famagusta?

a. Cinema, Concerts & Events

b. Cloth & Accessories

c. Real states

d. Rent a car

e. Company itself that produce some products (Önder, Citymall, Lemar)

f. Company itself that produce some services (internet, GSM, school...)

g. Other.....

15. Which guerilla advertising is familiar to you in picture 2?

a. Picture 2 a b. Picture 2 b c. Picture 2c d. none

16. Where is that guerilla advertising is located do you think?

a. Picture 2 a

b. Picture 2 b

c. Picture 2c

d. I don't know any of them

17. How many advertisings sign board you see before that showed in picture 3?

a. at least 3 b. 4 c. 5 d. more than 5 e. none of them

Please answer below statement according to your agreement

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
18. Billboards in Famagusta are about entertaining					
19. Billboards in Famagusta are informative concept					
20. Billboards in Famagusta are confusing					
21. Billboards in Famagusta are creative					
22. Billboards in Famagusta are influence my purchasing behavior					
23. After I saw Billboards, I try to get information about the product/service					

24. Billboards in Famagusta are clear contrast between background, visuals, and copy					
25. I believe headlines that stand out in the ad is attract my attention					
26. Using one visual get my attention more.					
27. No matter I didn't understand language I can interpret what it means					
28. After seven words in the copy I'm am not reading billboard					
29. I believe Billboards in Famagusta can noticed easily					
30. I believe Billboards in Famagusta have powerful visual impression					

31. I keep continue to see same billboards when I pass on that road					
32. I like Guerilla advertising in Famagusta					
33. Guerrilla advertising gets my attention more than billboard ads.					
34. I differentiate my school bus when I see my school logo					
35. When I pass on the road generally, I read advertising sign board					
36. Advertising sign board is helping me to find my need in Famagusta					

Figure .1 Background of billboard advertising

1. A



1.B



1. C



1.D



Figure .2 Guerilla Advertising

2. A

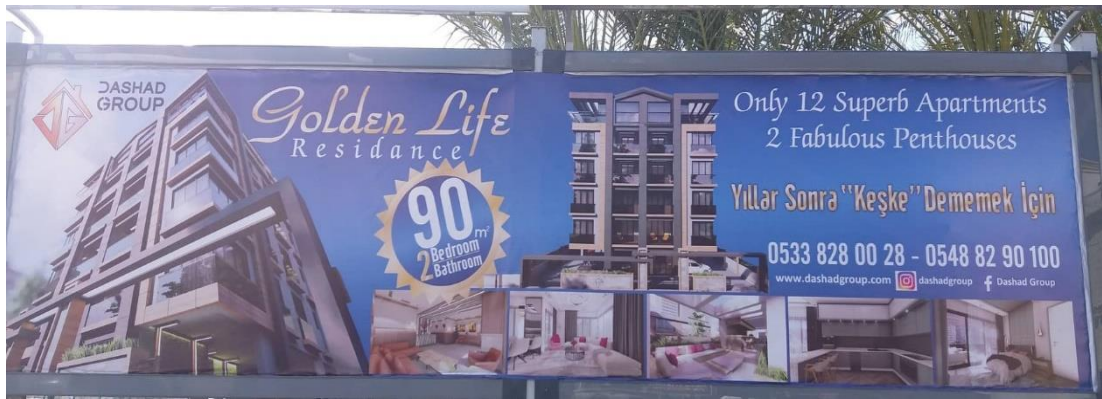


2.B



2. C

Figure 3 Billboards in Famagusta





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4shanbe soori

22:00
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Salamis Salon

DJ MILAD

20 March
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1398

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15 ŞUBAT 2019 - CUMA
R.R. Denktaş Kültür ve Kongre Sarayı

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BİLET SATIŞ NOKTALARI : SOS Çocukköyü Derneği, Deniz Plazalar, Gloria Jeans'ler

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GÖKÇE



3 KASIM Cumartesi / 17:00



DJ MILAD
ESHRAHI

2019



NEW YEAR EVE
MONDAY 31 DECEMBER
SALAMIS CLUB



DJ HASIM
VOLKAN

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PRE TICKET : 30TL

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Some Signage Samples







Some Kiosk Samples

