AN ASSESSMENT ON THE EFFECTIVENESS OF REGULATING OUTDOOR
ADVERTISING (BILLBOARDS) IN ZAMBIA. A CASE STUDY OF LUSAKA
CENTRAL BUSINESS DISTRICT.

BY

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A research proposal submitted to Cavendish University Zambia in partial fulfilment of the
requirements of the degree of Bachelor of Arts in Mass Communication and Public
Relations

CAVENDISH UNIVERSITY ZAMBIA
LUSAKA
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DECLARATION BY CANDIDATE

I, Harriet Chilufya, hereby declare that this thesis has been completed due to personal effort and is surely original. Where assistance was sought, it has been fully and clearly acknowledged. The findings in this thesis have not been presented to the Cavendish University Zambia or indeed any other institution of learning for the purpose of an academic qualification.

Name: Harriet Chilufya

Signature: _____________________

Date: _________________________
DEDICATION

To my family and friends
ACKNOWLEDGEMENTS

This dissertation has been fruitful as a result of my effort, determination and focus. However; it would never have been possible without combined support from different prudent people to whom it is a pleasure for me to extend my gratitude. The author is particularly grateful to the supervisor Mr. Binwell Mwale for his tireless advice to come up with this thesis. Gratitude also goes to the participants and all the key informants.
ABSTRACT

Outdoor advertising is a key element of industry and contributes to the creation of a vibrant and competitive economy. Lusaka city has experienced rapid increase in outdoor advertisements especially on major roads. However, the Council faces challenges associated with failure to regulate outdoor advertising which compromises the safety of road users and the city’s aesthetics. This study sought to assessment of the effectiveness of regulating outdoor advertising (billboards) in Zambia, a case study of Lusaka central business district. The data was analysed through quantitative and qualitative methods using descriptive statistics and content analysis respectively. Findings show that the state and nature of outdoor advertising on the selected roads was characterised by clutter and outdoor advertisements that do not conform to the regulations. The study concludes that there is a gap in the existing legislation guiding outdoor advertising and policy to implement the regulations. In addition, there is low compliance to regulations by stakeholders and lack of enforcement by the Council. The study recommends the formulation of an outdoor advertising policy to ensure enforceable regulations that integrate public road safety and the city’s aesthetics.
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ABBREVIATIONS AND ACRONYMS

CBD Central Business District
CSO Central Statistical Office
GDP Gross Domestic Product
GRZ Government of the Republic of Zambia
IDP Integrated Development Plan
JICA Japan International Cooperation Agency
LCC Lusaka City Council
RDA Road Development Agency
RTA Road Traffic Accident
RTSA Road Traffic and Safety Agency
UN United Nations
ZP Zambia Police
CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Advertising is a form of persuasion in which a firm or an organization motivates people to buy or use its products. In most cases, it is done through a mass medium or the use of sales people. According to Zambia’s Securities Exchange Commission Act Section 78, of 2015, "advertisement" includes every form of advertising, whether in a publication, brochure, handout, or letter-head, or by the display of notices, or by means of circulars or other documents, or by an exhibition of photographs or cinematograph films or videos, or by way of sound broadcasting or television, or by the distribution of recordings or in any other manner, but shall not include dealers' circulars to customers, nor any communications between licensees or between licensees and issuers of securities; It aims at attracting more buyers in comparison to other competitors (GRZ, 2015). The main aim of advertising is to create awareness of the advantages of a product and inform people of the availability of the product in the market. Advertisements, therefore, play a significant role in the marketing and overall sales of a product because they influence consumers’ attitudes, behavior, preferences, and decisions related to the product (Belch and Belch 2009).

In marketing, outdoor advertising plays an integral role in creating awareness of a product and the sales of such goods. Outdoor advertising is any advertising done outdoors that publicizes your business’s products and services (Belch and Belch 2009; Wilcox, 2015). Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of your own brick-and-mortar location. The latest trend of outdoor advertisements used in the company is inclined towards creating the desired visual and audio appeal or both to potential customers, an aspect that is achieved by using different methods to display the information of such products. In a study by Kotler et al. (2005), the scholars note that outdoor advertising achieves its objectives by influencing the decisions, behaviour, preferences and attitudes towards the product through explicit visual expression of the goods. Outdoor Advertising has also emerged as a multi-million-dollar industry in developed countries and now forms part of urban everyday culture, often adding colour to our streets (Outdoor Advertising Association of America – (OAAA), 2015). It is a good indicator of business health, can be a valuable source of information and is viewed by many as a form of entertainment in itself (The Planning Service, 2006).
The industry contributes to the creation of a vibrant and competitive economy as it fulfils an essential function of information transfer in modern society. In the present age of deregulation and the free market, there is an increasing need for enterprises to market themselves in order to compete (Wilcox, 2015). Advertising directs, guides and informs as to locality, product, activity or service and contributes to economic growth in general (South African Manual for Outdoor Advertising Control –(SAMOAC), 1998).

Most developed countries have efficient and effective policies to regulate outdoor advertising through the adoption of new techniques to balance competing public and business interests. This has been done by developing policy, regulations and enforcement, addressing safety and environmental concerns as well as generating potential revenue. However, for most developing countries, the regulation of outdoor advertising remains a challenge and can be attributed to a number of reasons including the following: inconsistent inventory practices resulting in loss of revenue and failure of site monitoring; failure to remove remaining non-conforming advertisements; lack of adequate funding and staffing resources at local levels to achieve consistency (Daluge, et al., 2011).

In Zambia, local authorities are given the mandate through the Local Government Act CAP 281 ‘to prohibit and control the erection and display of advertisements and advertising devises in, or in view of, streets and other public places’ (GRZ, 2007:61). Councils are therefore required to formulate plans and policies that should recognise that most forms of roadside advertising are legitimate and are following their land use regulation. The plans make provision for advertising without compromising their objectives in controlling adverse effects on safety, amenity and the environment.

However, if not controlled, outdoor advertising could have a negative impact on tourism resources and the human living environment (City of Cape Town, 2012). In relation to road safety and public amenity, outdoor advertising situated on the roadside targeted at road users must be well sited. Advertisements affect the appearance of the building or place where they are displayed. If allowed to go unchecked, the proliferation of roadside advertising could adversely impact the road safety and the amenity of the city. On traffic safety, people are only capable of absorbing and reacting to a limited amount of information while still executing their driving task safely (City of Cape Town, 2012).

Therefore, this study aimed at assessing the effectiveness of regulating outdoor advertising (Billboards) in Zambia and the study focused on Lusaka City as a case study.
1.2 Statement of the Problem

Outdoor advertising is a key element of industry and contributes to the creation of a vibrant and competitive economy. Efficient and effective policies are key in regulating outdoor advertising. Lusaka city has experienced rapid increase in outdoor advertisements mainly billboards especially on major roads. However, it has been noted that outdoor advertising if left unchecked can lead to negative impacts on the human living environment. For instance, advertisements may affect the appearance of the building or place where they are displayed and also, the proliferation of roadside advertising could adversely impact the road safety and the amenity of the city. Studies show that the Lusaka City Council faces challenges associated with failure to regulate outdoor advertising which compromises the safety of road users and the city’s aesthetics (GRZ, 2007; LCC, 2015).

This study, therefore, aimed at assessing the effectiveness of regulating outdoor advertising in Zambia and the study focused on Lusaka City as a case study. Assessing the effectiveness of regulating outdoor marketing is instrumental in improving legislation that promotes effective methods of advertising.

1.3 Aim of the Study

The aim of the study was to assess the effectiveness of regulating outdoor advertising in Zambia and the study will focus on Lusaka City as a case study.

1.4 Research Objectives

i. To determine the types of outdoor advertisements (billboards) on the selected roads in Lusaka

ii. To find out if the existing outdoor advertisements (billboards) conform to existing LCC standards

iii. To examine the effectiveness of the current legislation in regulating outdoor advertisements.

1.5 Research Questions

i. What types of outdoor advertisements are commonly found on the selected roads in Lusaka?

ii. Do the existing outdoor advertisements in Lusaka city conform to existing LCC standards?

iii. How effective is the current legislation in guiding outdoor advertising in the city?
1.6 Significance of the Study

Outdoor advertising is a key element of industry and contributes to the creation of a vibrant and competitive economy. However, outdoor advertisement has its negative impacts on the safety of road users. Therefore, assessing the effectiveness of regulating outdoor advertisement will be significant because the study will offer insights to city planners and decision makers on guidelines for distribution, size and location of outdoor advertisements. This will in turn be useful for achieving a consistent quality of outdoor advertising to benefit road users. As, the road safety concerns and the negative impact of advertisements on the city’s amenity will be addressed. The study will also act as a guide for the formulation of an outdoor advertising policy to guide siting of outdoor advertising.

1.7 Scope of the Study

The study focused on determining the nature of outdoor advertisement and assessing the perceptions of road users on outdoor advertisements in Lusaka City. The study also examined the effectiveness of regulating outdoor advertisement in Lusaka City.

1.8 Structure of the Dissertation

The dissertation is divided into five chapters. Chapter one presents the introduction to the study. It also highlights the aim and key objectives of the study. Chapter two gives a review of the relevant literature on the subject matter. The three chapter comprises the methodology of the study. The chapter explains how the study was conducted including the data collection methods used and why they were used, the selected sample size and methods used to analyse the data. Chapter four presents the findings and discussion of results regarding the nature of outdoor advertising on selected roads, perception of road users on the outdoor advertisements and existing legislation regulating outdoor advertising. Chapter five presents the summary and conclusions of the dissertation as well as the author’s recommendations.
CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of the relevant literature on the subject matter. The chapter begins by defining the key concepts and highlighting the evolution of outdoor advertisements. The chapter further discusses the state of outdoor advertisement in Zambia, advantages and disadvantages. And lastly, the chapter also discusses the legislation regulating outdoor advertising in some African Countries.

2.2 Definitions and Concepts of Outdoor Advisements

Based on historic evidence, we can trace the origin of the word advertising. In 1655, the first use of this term was spotted in the media, however, its meaning and components have changed significantly from those times. According to Kotler et al. (2008, 737), advertising is defined as “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor”. Similarly, GRZ (2015) reports that "advertisement" includes every form of advertising, whether in a publication, brochure, handout, or letterhead, or by the display of notices, or by means of circulars or other documents, or by an exhibition of photographs or cinematograph films or videos, or by way of sound broadcasting or television, or by the distribution of recordings or in any other manner, but shall not include circulars to customers, nor any communications between licensees or between licensees and issuers of securities.

Nowadays, it is hard to imagine modern life without advertising as it has become a fundamental part of our economic and social lives. It ties consumers and companies together by providing successful communication channels with enormous possibilities to stay updated on how each party is feeling about a certain idea (Belch and Belch 2009). It is able to deliver a specific and coherent message to a target audience and simultaneously build long-lasting relations and increase the sales. One of the indicators that advertising has strengthened its position can be found in companies’ reports stating that a greater and greater fraction of expenditure goes to advertising and to the budgets of the promotion section (Belch and Belch 2009).

On the other hand, Outdoor Advertisement is any advertising done outdoors that publicizes your business's products and services (Hollensen, 2014). According to the South African
Manual for Outdoor Advertising Control (Department of Environmental Affairs and Tourism, 1999:2), outdoor advertising is defined as “any visible representation of a word, name, letter, figure, object, mark or any combination of such elements with the objective of transferring information”. In Zambia advertisement is defined in the repealed Town and Country Planning Act CAP 283 as "any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of and employed wholly or in part for the purpose of advertisement or announcement and, without prejudice to the foregoing definition, includes any hoarding or similar structure used or adapted for use for the display of advertisement, and references to the display of advertisements shall be construed accordingly” (GRZ, 1962:4). Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of your own brick-and-mortar location. Outdoor advertising is a key element of industry and contributes to the creation of a vibrant and competitive economy. Outdoor advertisements have both physical and constitutional dimensions. The physical dimensions of advertisements include size, type, number, design and location. Whereas the constitutional dimension entails regulations used by local governments to guide the siting of outdoor advertisements (Weinstein, 2014).

2.3 Evolution of Outdoor Advertising

According to Capitol Outdoor Advertising (2014), humans have been creating wall art since the time we lived in caves. Outdoor Advertising as a tool has been used many decades ago by Egyptians and Greeks. During the time of the ancient Egyptians the government used images carved into stones to post the laws and regulations of the land. This carving into stones may, in a way, have been the oldest form of outdoor advertising (Chien, 2011). The modern-day billboard advertising approach can trace its roots to lithography, which was an invention of the late 1790s (Adetotunbo, 2015). Prior to the invention of lithography, billboard copies could only be produced on a very small scale which made it significantly less effective as a marketing tool than it is today (Fang, 1997). The genius of this invention is that it made it possible to produce as many posters and announcements as a business needed. There was one major limitation to the outdoor billboards being produced at the time, and that was the quality of the posters; they did not stand up when exposed to the elements of weather for prolonged periods of time (Capitol Outdoor, 2014).
Circuses were one of the first businesses to profit from this new form of mass marketing and so outdoor advertising underwent a major innovation which brought us the modern billboard advertising that we know today (Capitol Outdoor, 2014). The earliest use of the billboard by the circus dates back to 1835. The nineteenth century saw the skills of the advertiser come to the forefront, as advertisements began to mix images and words, and adopt the techniques of language and layout that we are familiar with (Capitol Outdoor, 2014). What is evident is that with the proliferation of goods and services in this century, it became recognised that advertising was an important part of business and should be dealt with by experts in the field which saw the birth of several advertising companies during this period. Consequently, billboard advertisements have been transformed and now use colourful digitally produced graphics, backlighting, sound, movement and three-dimension images (Kotler, 2003). This can be attributed to new technologies such as direct mail, radio, television, the internet and mobile devices. The evolutionary billboard designs are meant to make the outdoor advertisements functions more effective, less stressful yet delivering value for money as seen today (Saleem, et al., 2010).

2.4 State of Outdoor Advertisements in Zambia

There are inadequate and mostly inconclusive studies on the development of advertising activities in Zambia. However, it can be traced as far back as the time before mass media existed in the 1940s (Hamusokwe, 2009). Though not well organised and documented outdoor advertising, took the form of decorative art, traders competed among each other in creating attractive signs on shop walls that everyone could identify. Hamusokwe (2009) suggests that in the 1960s and 70s small business owners such as carpenters and shoemakers would for example paint a wooden chair or a shoe on a flat board and hang them in front of their workshops. This was the earliest form of outdoor advertising and most effective method of sending information to a society that was generally illiterate at the time.

Hamusokwe (2009) further states that outdoor advertising has proved to be one of the most enduring as well as one of the oldest forms of advertising in the country. Outdoor advertising in Zambia now takes the form of advertisements buildings, public transportation and stadiums. It has developed from artistic drawings to magnified photographic pictures on vinyl sheeting. The use of illuminated advertising billboards is now common and the number of digital billboards has continued to grow. The country has several outdoor advertising companies, both multinationals and local companies offering a wide range of products. Some
of the earliest outdoor advertising companies in the country include G Rutherford Outdoor Advertising a local agency set up in 2000 in Ndola city on the Copperbelt Province. Multinational companies include A1 outdoor Limited set up in 2006, Alliance Media set up in 2000 and Primedia set up in 2006. With regard to regulation of outdoor advertising, the earliest form of regulation for outdoor advertising dates to the 1960’s as contained the countries first Town and Country Planning Act CAP 283 and Lusaka city’s first development plan (GRZ, 1962). The regulation of the plan is currently still being used by LCC.

From the historical background of Zambia’s outdoor advertising industry, it is certain that with advancements in technology the advertising industry continues to evolve. However, there is disproportionate attention paid on the updating of regulation for outdoor advertising as the regulation is more than 50 years old. Lusaka city has experienced rapid increase in outdoor advertisements especially on major roads. However, the Council faces challenges associated with failure to regulate outdoor advertising which compromises the safety of road users and the city’s aesthetics.

2.5 Benefits of Outdoor Advertising

Outdoor advertising has several benefits as they are an important indicator of a vibrant economy. Through outdoor advertisements, Kotler et al., (2005) acknowledge that people are reminded frequently of a product in the market, and through that, they may go ahead and purchase that particular product in the market. When people are reminded of something repeatedly, they tend to remember it and even buy the product. The development and growth of the outdoor advertising sector shows improvements in the economy. Simcoe (2008:19) states that, “one of the most effective ways to strengthen your company’s brand recognition is through billboard advertising. If placed in the right location, billboard advertising can increase traffic to business, familiarize customers with a brand, product or service and attract new customers who make impulse buying”. Outdoor advertising also tells the consumers where they can get the product, how they use it among other functions. In this regard, it acts as the major lead to the products so that customers make an informed choice before acquiring the product or/and service.

The noticeable benefit of outdoor advertising is that it is a source of revenue for outdoor advertising companies and the local authorities who collect fees from the companies for displaying the advertisements in their jurisdiction. In developed countries like France and the
United States of America (U.S.A) advertising contributes to the national economy (OAAA, 2015). In addition, billboards are also more cost effective and get noticed because of their messages, bright bold colours and creative graphics. They have a high visual impact, low cost, high product visibility, high frequency and immediate message delivery. Further, Plumely (2000) in (Edegoh et al., 2013) highlights that one important advantage of billboard’s over other advertising media is that it has the potential to capture the attention of the audience on the go.

2.6 Disadvantages of Outdoor Advertisements

There are a number of reasons why outdoor advertising has always been a source of controversy among the public and the outdoor advertising industry. According to Hathaway (2016), one of two-major disadvantage of outdoor advertising stems from disruption of the urban landscape from a proliferation of outdoor advertising that blight public spaces. The second major disadvantage is that there has been much controversy regarding the potential safety hazard posed by advertisements especially digital signage. Many studies show that such signage can lead to driver distraction and traffic delays (Wachtel, 2009). The negative impact on the environment (Scenic America, 2013); Traffic Safety (Shinar, 2007); light pollution (Karol, et al., 2010) and poor energy use (Young, 2010) are therefore, some of the major disadvantages of outdoor advertising and have been focus of several studies. In addition, despite outdoor advertising presenting a unique case in that, unlike advertising in other media, an individual’s capacity to avoid exposure is inhibited (Fulgham, 2015). Unlike the ability to select what one is exposed to, outdoor advertising is displayed throughout public space, thus making regulation of the medium a pertinent public policy concern (Rosewarne, 2005). Further, although outdoor advertising represents a key money maker for landowners, as well as an attraction for local businesses, accumulated evidence suggests that outdoor advertising with harmful content disadvantages particular communities with exposure to products such as alcohol, cigarettes and unhealthy foods (Kwate and Meyer, 2011).

In addition, the nature and state of outdoor advertising can have an adverse influence on road user attention and the amenity. According to a study in Nigeria by Adetotunbo (2015) the use of attractive models in billboard advertising may be more distracting and can lead to staring while driving, which results in disobeying traffic rules. In most countries, Zambia inclusive, traffic safety is often cited as a legitimate basis for billboard regulation (Scenic America,
2013). Outdoor advertisements may have detrimental effects on road safety such as distracting the attention of motorists. By their very nature, outdoor advertisements are designed to pull the eyes of the motorist off the road and onto roadside displays. They are, therefore, placed in such a manner as to receive maximum exposure in locations that require special attention from the driver and which are critical from a traffic safety point of view, such as bends in the road and intersections (SAMOAC, 2008).

2.7 Legislation Regulating Outdoor Advertising in Some African Countries

In Zambia, local authorities are given the mandate through the Local Government Act CAP 281 ‘to prohibit and control the erection and display of advertisements and advertising devises in, or in view of, streets and other public places’ (GRZ, 2007:61). Councils are therefore required to formulate plans and policies that should recognise that most forms of roadside advertising are legitimate and are following their land use regulation. The plans make provision for advertising without compromising their objectives in controlling adverse effects on safety, amenity and the environment.

On the hand, the shape, form and size of billboards in other countries such as Nairobi have undergone major transformations in the last ten years. Kenya on its part wishes to ensure that care is taken with the display of outdoor advertisements so that they do not affect amenity or public safety, having regard to the specific circumstances of each proposal (City Council of Nairobi, 2006). Past Legislation regulating Outdoor Advertising in Nairobi was not effective. Outdoor advertising and signage were previously viewed as a major revenue source for the City Council at the expense of environmental protection. The non-operational City Council had on various occasions developed planning instruments of control of outdoor advertisements (Mido, 1994). These are contained in the Minute Books of 1996, 1998, 2000 and 2003. The 1996 document allowed advertisements both in public and private places while the 1998 document provided control mechanisms of reducing billboards on road reserves but did not incorporate a spatial framework (City Council of Nairobi, 2006).
Whereas in South Africa, outdoor advertisement policy of 2013 the City of Cape Town controls outdoor advertising and signage through a by-law (City of Cape Town, 2013). The policy provides guiding principles and an implementation strategy. The City of Cape Town has adopted a by-law for the control of outdoor advertising and signage, which may be amended from time-to-time. This is accompanied by a series of guidelines, an Area of Control map and tools, tariffs and procedures for decision-making and enforcement.
CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

The chapter discusses, the research methodology that were used in collecting and analysing data. The chapter start by providing the research design of the study, followed by the description of sampling techniques that were used in the study. The other sections provide data collection methods that were used to answer the research questions and how the collected data were analysed.

3.2 Research Design

Kombo and Tromp (2014; 70) states that “a research design can be thought of as the structure of the research. It is the glue that holds all elements in a research project.” In other words, it comprises of the blue prints for the collection, measurement and analysis of data. It is the schemes outline or plan that is used to generate answers to the research problems.

The research design that was used in this study was mainly descriptive survey. Kombo and Tromp (2006) points out that “a descriptive study may often result in the formulation of important principles of knowledge and solutions to significant problems.” The study incorporated both qualitative and quantitative approaches aimed at collecting information from respondents on the effectiveness of regulating outdoor advertising in Zambia and the study will focus on Lusaka City as a case study.

3.3 Target Population

The Target Population were both males and females in Lusaka Central Business District. Lusaka city was chosen mainly because the City has many billboards and it has many busy highways which are considered to be strategic sites by advertisers. Key informants from the following institutions: Lusaka City Council, Road Development Agency, Zambia Bureau of Standards, the Road Traffic and Safety Agency and (3) three outdoor advertising companies were also part of the target population.

3.4 Sampling Techniques

Convenience sampling was used as it was expected that some road users were too busy or not willing to take part in the study. The study intended to interview at least about 60 road users which were considered to be an appropriate sample size to generalise from for this study as the study intended to generate descriptive statistics on the effectiveness of regulating outdoor advertising in Zambia.
advertisements. However, a total number of 50 road users was successfully reached during data collection. In addition, four (4) key informants from each of the following institutions Lusaka City Council, Road Development Agency, Zambia Bureau of Standards, the Road Traffic and Safety Agency and (3) three from (3) outdoor advertising companies were also interviewed.

3.5 Data Collection Tools

3.5.1 Secondary Data

Secondary data was obtained mainly from already published sources. This covered an extensive review of existing literature such as journals, books and policy documents regarding outdoor advertisements.

3.5.2 Primary Data

The questionnaire was used for collecting quantitative data from road users whereas in depth interviews were conducted with key informants. Both the questionnaire for road users and the interview guide for key informants focused mainly on two key sections. The first section focused on the extent of outdoor advertisements and the effectiveness of regulating outdoor advertisements in Zambia. The second section focused on the challenges of regulating outdoor advertisements and possible recommendations.

3.6 Data Analysis

Descriptive statistics such as means, frequency and percentages were used to analyse data mainly on the nature on outdoor advertisements and perceptions of road users on outdoor advertisements. To assess the effectiveness or adequacy of regulating outdoor advertisements, content analysis was undertaken by reviewing existing regulations which included the Lusaka Urban Comprehensive Development Plan, the LCC Draft Advertising Policy and the repealed Town and Country Planning Act Cap 283 and the current Urban and Regional Planning Act No. 3 as the main guide to development of outdoor advertising in Lusaka city.
CHAPTER FOUR: PRESENTATION OF FINDINGS AND DISCUSSIONS

4.1 Introduction

This section presents the findings and discussions of the study. In this chapter results are structured based on the study objectives which focused on; a) to determine the nature of outdoor advertisements on the selected roads in Lusaka b) to find out if the existing outdoor advertisements (billboards) conform to existing LCC standards, and c) to examine the effectiveness of the current legislation in regulating outdoor advertisements.

4.2 Demographic Characteristics of Road Users

The study involved 50 respondents from Lusaka Central Business District. The demographic characteristics of the respondents are presented below.

4.2.1 Gender of Respondents

The results for gender of respondents according to the study are presented in Figure 4.1.

![Gender of Respondents](image)

<table>
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<tr>
<th>Gender of Respondents</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Male</td>
<td>38, 76%</td>
</tr>
<tr>
<td>Female</td>
<td>12, 24%</td>
</tr>
</tbody>
</table>

Figure: 4.1: Gender of Respondents
Source: Field Data, 2020

The males constituted a greater percentage at 76 percent were as females were fewer at 24 percent as shown in Figure 4.1. This implies that in the study area, there were more male road users compared to female road users.

4.2.2 Age of Respondents

The age group of respondents in Lusaka District according to the results of the study are presented in Table 4.1 below.
Table 4.1: Age Groups of Respondents

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<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Below 20</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>20-40</td>
<td>39</td>
<td>78%</td>
</tr>
<tr>
<td>41-60</td>
<td>9</td>
<td>18%</td>
</tr>
<tr>
<td>Above 60</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Field Data, 2020

The majority of the respondents at 78 percent were in the age group of 20-40 years, followed by those within the range 40-60 at 18 percent. This implies that the majority of road users are the economically active groups in the age group 20-40 years.

4.2.3 Education Level of Respondents

According to the study, the education level of the respondents is presented in Figure 4.3 below.

![Education Level of Respondents](image)

Figure: 4.2: Education Level of Respondents

Source: Field Data, 2020

The findings revealed that the majority of the road users have managed to reach secondary school level at 44% (22), with 32% (16) having attended tertiary education as indicated in Figure 4.2 above. This implies that most of the road users are learned people.
4.3 Types of Outdoor Advertisements (Billboards) on the Selected Roads in Lusaka

A total of 182 advertisements along the selected roads were assessed in terms of their state and nature. The state has aspects of distribution and sitting/location while nature has the aspects of size, height and the type of advertisement.

<table>
<thead>
<tr>
<th>Outdoor Advertisement Type</th>
<th>Council Standard</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Static</td>
<td>&gt; 3m x 6m</td>
<td>77</td>
</tr>
<tr>
<td>Large Cantilever</td>
<td>&gt; 3m x 6m</td>
<td>4</td>
</tr>
<tr>
<td>Large Digital</td>
<td>&gt; 3m x 6m</td>
<td>3</td>
</tr>
<tr>
<td>Small Advertisement</td>
<td>&gt;2m2</td>
<td>98</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>182</strong></td>
</tr>
</tbody>
</table>

Source: Field Data, 2020

The study area had various types of outdoor advertisements (Table 4.2). Large format static advertising billboards represented 35 percent of all advertisements. The study found that 42.3 percent of large format static advertisements had three main material components; steel used to construct and support the frame, artwork that conveys advertising messages on vinyl material, and electrical equipment for lighting. The majority (54 percent) of small format advertisements were made of aluminium. The study area was also characterized by three (3) large format digital and 4 (four) cantilever advertisements. This implies that Large Static and small Advertisements are the commonly used types of outdoor advertisements in the study area.

According to various studies, outdoor advertising appeal to users due to their spectacular designs and use of bright colours (Jordaan, 2012; City of Cape Town, 2013). Like Jordaan (2012) postulates, this study reveals that the different advertisements and signs on major roads in Lusaka City are competing for the attention of the viewers. Relation to the number of advertisements, most outdoor advertising policies have shown that the minimum spacing between advertisements must be stipulated and followed (Gosford City Council, 2013; Government of Australia, 2014; Government of the Republic of South Africa, 2012). The separation of distances promotes the ability of each advertisement to be seen without being impacted by another advertisement and thus avoiding clutter of the advertisements (Molino, 2009).
4.4 Conformity of Outdoor Advertisements in line with Existing LCC Standards in relation to the Size, Location and Height

From the total of 182 outdoor advertisements observed, it was noted that 102 which is 56 percent of the total outdoor advertisements observed did not conform to LCC existing standards in relation to the Size, Location and Height. The results are shown in Table 4.3 below.
Table 4.3: Conformity of Outdoor Advertisements in Relation to Existing LCC Standards in relation to the Size, Location and Height

<table>
<thead>
<tr>
<th>Benefits of beekeeping</th>
<th>Quantity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wrong distance between Billboards (less than 3 metres)</td>
<td>33</td>
<td>32.4%</td>
</tr>
<tr>
<td>Wrong size (Less than 2 metres)</td>
<td>27</td>
<td>26.5%</td>
</tr>
<tr>
<td>Wrong Height</td>
<td>42</td>
<td>41.2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>102</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: Field Data, 2020

From the study it was shown that advertisements tend to defy the regulation in relation to existing LCC Standards of Distance between billboards, Size, and Height of billboards. In relation to the distance from the road, the study showed that 32.4% of advertisements did not conform to the LCC recommended distance between advertisements which is 20 metres. The study however, revealed that some advertisements were sited less than 5 metres apart as shown in Figure 4.3 below.

Figure: 4.4: Distribution of outdoor advertisements less than 20 metres apart
Source: Field Data, 2020
The separation of distances promotes the ability of each advertisement to be seen without being impacted by another advertisement and thus avoiding clutter of the advertisements (Molino, 2009). Results show that advertisements were cluttered (Figure, 4.3). This was because the distance between advertisements was ranging from 8-10 metres instead of 20 metres. The city of Lusaka has experienced rapid increase in both human and outdoor advertisement populations in the past decades. This is due to population increase and increase in economic activities.

In relation to the size of advertisements the findings showed that 26.5% of advertisements did not conform to the recommended size as shown in Table 4.3. The LCC accepted standards for erecting large format outdoor advertisements is in multiples of threes for example 3 x 6, 9 x 15 and 6 x 15 metres. Studies show that the advertisements larger than the allowable size have effects on road safety for drivers and pedestrians. This is in line with accessions by the Institute of Outdoor Advertising in USA which admits that outdoor advertising has a distracting influence (OAAA, 2015). In addition, the huge size of the advertisements also contributed to clutter of advertisements on streets. This concurred with views by Scenic America (2013) who complained that advertisements intrude on the surrounding landscape as the advertisement’s bright colours, lights and large fonts make it difficult to focus on anything else, resulting in a form of visual pollution. Outdoor advertisements reveal a natural tendency for 57 visual disorder (Jordaan, 2012).

With regards to the height of advertisement the study findings revealed that 41.2% of outdoor advertisements that did not confirm to the regulation. LCC requires that all advertisements be mounted above two (2) metres from the underside of the advertisements or from the ground to avoid obstruction. The lack of adherence to the two (2) metres height regulation from the underside of the advertisement was a major concern for road users as highlighted by key informants from the RDA and RTSA who stated that the low height had been a source of obstruction for road users. Height is a critical planning consideration as height needs to be effectively visible to its desired audience – the majority of whom are in their vehicles and viewing from road level.

The study showed that lack of adherence to the height regulation has been the biggest source of controversy surrounding the outdoor advertising industry in Lusaka city (Mwale, 2014). This is because the low height of advertisements obstructs motorists giving the likelihood of hitting non-motorized road users.
4.5 Effectiveness of the Legislation on Outdoor Advertising
The Outdoor advertising industry has been subjected to criticism, probably more often than any other industry. The analysis of effectiveness of the legislation on outdoor advertising was based on Egans (2007) crucial question which are: Is the advertising standards authority as weak its critics suggest? Or during its short life, has it been doing a reasonably good job? Why has the long list of existing legislations restraining advertising not been adequate? Is it due to constantly changing conditions or does it lie with weak enforcement? If we do need more legislation, who is going to have responsibility?

![Effectiveness of Regulations of Outdoor Advertisements](image)

**Figure: 4.5: Effectiveness of Outdoor Regulations Advertisement**
**Source: Field Data, 2020**

As seen in the findings despite the existence of legislation on outdoor advertising which has resulted in the state of advertising in Lusaka city remains undesirable. All sectors attribute the undesirable state due to the lack of an outdoor advertising policy by the council. This has also resulted in lack of clear policy direction on which road agency is responsible for managing outdoor advertising in the city which has had implications on decision making and enforcement of regulation. The analysis as shown figure 4.5 indicates the road users’ perception of on the effectiveness of regulations of outdoor advertisements are not effective. The increase in the number of advertisements on major roads is a reflection of socioeconomic trends which are in part enabled by the macro economy and public policy. However, this growth in the outdoor advertising industry has not been matched with review of the legislation plan. Existing legislation guiding outdoor advertising included the repealed Town
and Country Planning Act, Cap 283, the Local Government Act 74 Chapter 281 and the Public Roads Act, No. 12 of 2002. However, despite the existences of this legislation there has been failure to operationalize the regulation of outdoor advertising by way of inclusion in the city development plans or an outdoor advertising policy. Currently the council has no outdoor advertising policy and no provision for it in the city’s development plan resulting in enforcement challenges.

This has resulted in a problematic system were the legislation is not operationalised and enforcement remains weak. Ultimately this has resulted in an unregulated and cluttered outdoor advertising industry in the city. The cluttered outdoor advertisements have affected the appearance of most roads and impacted on safety for road users. The council’s failure to effectively manage and prevent the clutter of the advertisements, has led to the distraction to road users which has not been prevented. The analysis showed that all players in the industry including the council acknowledged the need for increased regulation of the outdoor advertising sector.
CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction
This chapter presents conclusions and recommendations on how to maintain a balanced city growth, both financially and aesthetically. The study sought to address the research objectives. The chapter mainly comprises the study conclusions, recommendations and area of further research.

5.2 Conclusions
The outdoor advertising industry in Lusaka has grown threefold in the last 10 years and is major source of revenue for the council. However, the growth of the outdoor advertising sector in the city has not been without challenges. The result and analysis of this study has shown that the nature of outdoor advertising in Lusaka city presents a case of lack of effective legislation and enforcement. The state of advertisements in the city has been characterised by clutter, wrong size and height. This has been attributed to lack of adherence to the regulation in the nature and siting of the advertisements. The analysis showed that the large size, low height, wrong location and low distribution of advertisements are factors that contribute to clutter of advertisements. There is a gap in existing legislation guiding outdoor advertising as well as low compliance to regulations by stakeholders. This has been coupled with lack of enforcement by the council.

5.3 Recommendations
The following are the recommendations from this study;

- Formulation of policy for the outdoor advertising industry. The study recommends the need to create an outdoor advertising policy that mandates the administration of advertising, specifies standards for advertisements and the enforcement thereof.
- The creation of an outdoor advertising unit is recommended. If the outdoor advertising sector in the city is to develop in an orderly manner for the benefit of citizens, it is essential for the Lusaka City Council to set up an outdoor advertising unit to deal with matters relating to outdoor advertising. The presence of devoted staff within the institutions to deal with the current challenges being experienced in the management of outdoor advertising will alleviate the problems being encountered.
REFERENCES


APPENDICES

Appendix I: Interview Guide

INTERVIEW GUIDE – KEY INFORMANTS (RDA, RTSA, ZAMBIA BUREAU OF STANDARD)

Dear Respondent,

The following interview has been prepared as a part of the research titled “An Assessment On The Effectiveness Of Regulating Outdoor Advertising In Zambia. A Case Study Of Lusaka Town”. It is assured that the information provided by you will be kept confidential and will be used solely for academic purposes only.

**Personal Details**

Name of Organization:…………………………………………………………………….
Name of Respondent:…………………………………………………………………….
Sex: ………………………………………………………………………………………
Age:………………………………………………………………………………………
Educational Level:………………………………………………………………………
Occupation: ……………………………………………………………………………
Position: …………………………………………………………………………………

**Integration of Outdoor Advertising in the organisational Plans and Policy**

1. What is your role in monitoring or regulating outdoor advertising in the city of Lusaka?
2. Is there provision for regulation of outdoor advertising in your institutional plans? What are the provisions? If not, what are the reasons for the exclusion?
3. Does your organisation have a policy on outdoor advertising? *(Get document)*
4. Have guideline series been development based on these principles of the policy?
5. If your organisation has no policy on outdoor advertising how does, the organisation contribute to the regulation and monitoring of the outdoor advertising industry?
6. What are the main efforts made by your organization to regulate outdoor advertising? How do you rate the efforts?
7. Do you work with/ collaborate with LCC and other institutions in managing outdoor advertising in Lusaka city? How would you describe your coordination with these institutions?
8. What challenges, if any, does your institution face with regard to outdoor advertising monitoring and regulation within the city of Lusaka? And how can they be overcome?
9. In your opinion who should be the key stakeholders in regulating outdoor advertising?

10. What would be your comment on the regulation policy of Billboards/Outdoor adverts in the City? Why in your opinion is it so?

11. In your opinion is there adherence to the current regulation on outdoor advertising? Explain

12. What measures in your opinion should be put in place to improve outdoor advertising?
Appendix 2: Questionnaire for Road Users

Dear Respondent (Motorist),

The following questionnaire has been prepared as a part of the research titled “An Assessment On The Effectiveness Of Regulating Outdoor Advertising In Zambia. A Case Study Of Lusaka Town”. It is assured that the information provided by you will be kept confidential and will be used solely for academic purpose only.

Please Note: Advertisement refers to billboards, Wall adverts/painting, Posters

Road: Great East Road ( ) Independence Avenue ( ) or Addis Ababa Drive ( )

Date: _______________________

1. Name (Optional)……………………………………………………………….

2. Sex: Male ( ) Female ( )

3. Age (Years)
   Below 18 ( ) 18-35 ( ) 37-55 ( ) 56-64 ( ) 0ver 65 ( )

4. Marital Status
   Single ( ) Married ( ) Divorced ( ) Separated ( ) Others__________________

5. Educational Level
   No formal education ( ) Primary level ( ) Secondary level ( )
   Tertiary level ( )

6. Occupation
   Formal employment ( ) Informal employment ( ) Self-employed ( )

7. How long have you been driving?
   Less than 1 year ( ) 1-5years ( ) 5-10( ) More than 10 years ( )

8. What is the purpose of your journey?
   Work ( ) School ( ) Shopping ( ) Business ( ) Others ( )

9. How frequently do you use this street?
   More than once in a week ( ) Once in a week ( ) Once in a month ( ) Rarely ( )

10. Where are you coming from and where are you going?

Have you noticed the advertisements along this road/street?

Yes ( ) No ( )
11. Are the advertisements in the street safe and convenient for you?

Yes ( ) No ( )

12. Please explain your answer in 15?

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

13. Please tick the top five items that most caught your attention during your drive:

- Surrounding traffic
- Other drivers
- Construction areas
- Road/street signs
- Buildings
- Walls
- Landscaping/scenery
- Service Stations
- Motels/Hotels
- Advertisements/ Billboards
- Towers
- Other______________

14. Are advertisements distracting in general?

Yes ( ) No ( )

15. If yes to above how are you distracted (Tick Applicable) o Slows down to read a message ( )

- Scared it might fall on me- Structural instability ( )
- Obstruct Traffic Signs ( )
- Losses focus to obey traffic signs ( )
- The light from digital boards is too bright ( )
- The advertisements are too small making it difficult to read ( )
• The advertisements are too big ( )
• The distances between boards is too small making it hard to focus ( )
• They are too many bill boards ( )
• The advertisements look untidy- incompatible with the surrounding locality ( )
• Obstruction when driving ( )

16. Which types of advertisements distract more? o Digital- illuminated advertisements
   The large advertisements
• Small advertisements
• Cantilever- advertisements mounted across the road
• Others____________________________________________________________

17. Explain how and why?

___________________________________________________________________________
___________________________________________________________________________

18. When are you likely to glance/glance at the digital billboards/advertisement?
While stopped at the traffic light ( ) While in motion ( ) both ( ) 90

19. How long do you think you glance at the billboard/advertisement?
___________________________________________________________________________
___________________________________________________________________________

20. Have you ever had to apply swift breaking, swerving or any other action to avoid traffic collusion or make any other traffic violation because you were distracted by a billboard?
___________________________________________________________________________
___________________________________________________________________________
21. Have you ever witnessed, or know someone or who has had an accident due to a distraction by a billboard?

22. Do you think the advertisements contribute to making the city unsightly or untidy?
Yes ( ) No ( )

23. Explain your answer
___________________________________________________________________________
___________________________________________________________________________

24. How would you rate the condition of advertisements on this road?
Excellent ( ) Good ( ) Satisfactory ( ) Poor ( )

25. What do you suggest Lusaka City Council can do to improve the siting of outdoor advertisements (billboards) in Lusaka City?
___________________________________________________________________________
___________________________________________________________________________

Thank you so much for your Time