

A systematic review on the extant of outdoor advertisements literature in developing countries

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Abstract

Purpose: The current paper aims at investigating outdoor billboards advertising marketing in developing countries by looking at the current literature through systematic review of literature. The main purpose is to look at how researchers are studying outdoor billboards advertising marketing, what are the current issues investigated and what is going to be the direction of outdoor billboards advertising marketing in this part of the world. **Design/ methodology/approach:** The paper employed a systematic review of literature in which 42 research papers were investigated. These 42 papers were searched from five databases namely; Google Scholar, REFSEEK, Base, CORE and Research gate. **Findings:** The findings revealed that three areas seemed to be investigated more frequently by researchers in this area. These themes are; designing and modelling of billboards, billboards and drivers destruction as well as billboards and consumers buying behavior. **Limitations/implications:** The current study is limited to the facts that, it only employed a systematic review of outdoor billboards advertising marketing in developing countries. Future studies should embark on studying outdoor billboards advertising marketing from different perspective using different methods. The findings further reveal that little has been studied regarding the effects/impact of outdoor billboards advertising marketing on organizational performance from the literature we have reviewed. The findings also revealed that this area is not attracting many researchers at least in developing countries. **Practical implications:** This investigation is an eye opener to the researchers in the outdoor billboards advertising arena on the directions for future studies. The study has identified the area where the researchers are putting much emphasis and the area which has not been studied significantly. It also shows the dominant methodologies and the gap to be filled by future researchers. **Originality/ value:** This paper achieved the main purpose of studying the outdoor billboards advertising marketing in developing countries.