

CHALLENGES IN ESTABLISHING DIGITAL OUT-OF-HOME (DOOH) ADVERTISING IN INDIA: A PEST ANALYSIS

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Abstract

This research paper investigates the multifaceted challenges encountered by Digital Out-of-Home (DOOH) advertisers in establishing effective campaigns in India, employing a PEST analysis framework to illuminate the external factors influencing their operations. The primary research question addresses the existing gap in understanding how political, economic, social, and technological dimensions shape DOOH advertising strategies, necessitating a dual approach that combines qualitative insights from industry stakeholders with quantitative market performance data. Key findings reveal that political instability, economic variability, societal attitudes towards digital advertising, and rapid technological advancements significantly hinder the optimization of DOOH campaigns. Specifically, the qualitative data collected emphasizes a pervasive uncertainty regarding regulatory frameworks and consumer receptivity, while quantitative analysis highlights a disparity in demographic engagement across different urban markets. The significance of these findings extends beyond advertising, offering critical implications for the healthcare sector, where effective communication strategies are essential for public health initiatives. By illuminating the barriers to successful DOOH advertising in India, this study underscores the need for tailored strategies that address these external challenges, fostering more effective outreach in healthcare and beyond. The insights gleaned may not only inform advertising practices in India but could also serve as a model for understanding similar challenges in emerging markets worldwide, thus contributing to the broader discourse on the integration of digital marketing tools within public health communication efforts.

Keywords: Digital Out-of-Home (DOOH) advertising, PEST analysis, regulatory challenges, consumer engagement, advertising strategies, market performance, demographic trends, public health communication, emerging markets, digital marketing, advertising effectiveness.

1 Introduction

In the rapidly evolving landscape of advertising, the emergence of Digital Out-of-Home (DOOH) advertising presents unique opportunities and challenges that necessitate a comprehensive analysis of the external factors influencing its effectiveness. As India transitions into a digital-first society, the integration of technology within advertising frameworks has become pivotal, particularly in urban environments where audiences are increasingly connected and mobile. However, despite its potential, the DOOH sector in India faces significant hurdles that stem from a myriad of political, economic, social, and technological factors, which form the PEST analysis framework of this study (Jost H Heckemeyer et al.), (Akseki S, p. 27-53).

The research problem centers on the intricate dynamics that impact the establishment and optimization of DOOH advertising campaigns in India, highlighting issues such as regulatory challenges, economic fluctuations, cultural attitudes towards digital engagement, and the rapid advancement of advertising technologies (Quan L et al., p. 1695-1695), (García Jía Carrizo, p. 185-202). The primary objective of this dissertation is to systematically explore these challenges through a PEST analysis, thereby illuminating the key barriers that advertisers must navigate to harness the full potential of DOOH platforms in the Indian

market. Understanding these challenges is crucial, as it enables industry stakeholders to develop more effective strategies that balance the technological aspects of advertising with the socio-economic realities of the target audience (N/A, p. 210-227), (Phay H).

Additionally, this research aims to underscore the significance of adapting to local market conditions and consumer behaviors, which are essential for fostering sustainable growth in the DOOH sector (Yenduri G et al., p. 54608-54649), (Avrin G et al.). The practical implications of this analysis extend beyond mere academic discourse, as they provide insights that can help advertisers and marketers optimize their approaches, ultimately enhancing the effectiveness of public health initiatives and other communication efforts that rely on DOOH media (N/A), (Iveson A et al., p. 467-499). Moreover, the academic contribution of this study lies in its comprehensive evaluation of the PEST factors affecting DOOH advertising in India, offering valuable insights for both researchers and practitioners engaged in the fields of advertising, marketing, and digital communication (Newell P et al.), (Yogesh K Dwivedi et al., p. 750-776), (Park S et al., p. 4209-4251). By addressing these multifaceted challenges, this dissertation seeks to pave the way for a more nuanced understanding of DOOH advertising dynamics in emerging markets, thereby contributing to the broader discourse

surrounding digital marketing strategies and consumer engagement in the contemporary advertising landscape (Baker P et al.), (Yogesh K Dwivedi et al., p. 102168-102168), (Nadkarni S et al., p. 233-341).

2 Literature Review

2.1 Evolution of Advertising in the Digital Era

In recent years, the dynamic landscape of advertising has undergone significant transformations, largely driven by technological advancements and changing consumer behaviors. This evolution has birthed innovative marketing strategies, among which Digital Out-of-Home (DOOH) advertising stands out as a pivotal method for reaching audiences in the physical world through digital screens and billboards. As urbanization proliferates and digital technologies permeate everyday life, understanding the challenges faced by DOOH advertisers in emerging markets, particularly India, becomes increasingly crucial. The relevance of this study extends beyond mere commercial interests; it reflects broader societal shifts and the potential for economic growth within the Indian advertising sector.

2.2 Importance of Studying DOOH in the Indian Market

Existing literature on DOOH advertising touches upon various aspects, including technological integration, consumer engagement, and market effectiveness, but there remains a notable gap in comprehensively assessing the unique challenges posed by the Indian context through systematic frameworks such as the PEST analysis—Political, Economic, Social, and Technological factors that may influence this advertising modality (Jost H Heckemeyer et al.). Furthermore, while several authors have explored technological impacts on advertising effectiveness, less attention has been paid to the intricate socio-cultural realities that shape consumer interactions with DOOH (Akseki S, p. 27-53). The significance of such factors, especially within a diverse and rapidly developing market like India, cannot be overstated as they influence advertising strategies and outcomes. Similarly, economic factors, including market competition and advertising spend, have been documented, yet studies often fail to encapsulate the broader implications of economic volatility in India, which can disrupt advertising campaigns (Quan L et al., p. 1695-1695). Political influences also play a critical role, with regulatory environments and government policies impacting the deployment of digital technologies in public spaces, as highlighted in recent analyses (García Carrizo, p. 185-202).

Despite these insights, a considerable void remains in the literature that examines the comprehensive implications of these PEST factors in tandem for DOOH advertisers in India. Recent studies have begun to acknowledge some intersections between technology adoption and consumer reception (N/A, p. 210-227), yet they inadequately address how these factors collectively shape the strategic decisions of advertisers. Notably, existing works largely focus on urban centers, while rural penetration remains an underexplored frontier in the Indian DOOH landscape (Phay H). This oversight leaves a significant gap in understanding the full scope of DOOH advertising challenges across diverse geographies within India. Moreover, the interplay of rapidly evolving digital landscapes and traditional advertising models poses additional hurdles for advertisers who must navigate both high-tech and low-tech environments simultaneously (Yenduri G et al., p. 54608-54649). Many researchers have underscored the necessity for interdisciplinary approaches to overcoming these challenges, suggesting a need for frameworks that can integrate various social dynamics with technological advancements (Avrin G et al.). In light of these complexities, this literature review aims to synthesize existing research on the challenges facing DOOH advertisers in India through a PEST analysis lens. By identifying key themes, such as technology adoption, market dynamics, regulatory environments, and socio-cultural challenges, this review will not only highlight significant findings but also delineate areas for future research, ultimately paving the way for a deeper understanding of the evolving DOOH landscape in India (N/A). Through this comprehensive analysis, the review aspires to contribute to both academic discourse and practical applications in the advertising industry (Iveson A et al., p. 467-499).

2.3 PEST Analysis as a Framework for DOOH Advertising

The exploration of challenges faced by Digital Out-of-Home (DOOH) advertisers in India, contextualized within a PEST analysis framework, reveals a dynamic landscape influenced by various factors over time. In the early stages of DOOH development, issues primarily revolved around technological constraints and limited market understanding. Research indicated that advertisers struggled with integrating innovative technologies due to infrastructure inadequacies, which hindered effective campaigns (Jost H Heckemeyer et al.), (Akseki S, p. 27-53). As the market matured, the focus shifted towards the political and regulatory environments that impacted DOOH strategies. Studies highlighted how evolving policies and

inadequate legal frameworks created significant barriers for advertisers attempting to navigate the complexities of a fragmented market (Quan L et al., p. 1695-1695), (García Carrizo, p. 185-202).

Subsequently, economic factors emerged as critical considerations, with findings demonstrating that fluctuating economic conditions directly affected advertising budgets and investment in digital technology. In particular, research illustrated how economic downturns led to reduced marketing expenditures, hindering DOOH growth during specific periods (N/A, p. 210-227), (Phay H). Concurrently, social factors gained prominence, with consumer behavior shifts necessitating targeted messaging approaches. Investigations into demographic changes revealed an increasing demand for personalized and engaging content, forcing advertisers to rethink traditional strategies (Yenduri G et al., p. 54608-54649), (Avrin G et al.). Recent literature points to an increasing recognition of environmental factors, particularly as sustainability becomes a key concern among consumers and brands alike. Studies underscore a growing urgency for DOOH advertisers to incorporate sustainability initiatives into their campaigns, reflecting a broader trend of corporate social responsibility (N/A), (Iveson A et al., p. 467-499). This evolution underscores the multifaceted challenges that DOOH advertisers face, necessitating adaptability and strategic innovation in an increasingly competitive Indian advertising landscape.

The literature review on the challenges faced by Digital Out-of-Home (DOOH) advertisers in India through a PEST analysis reveals several central themes that highlight the complexity of this emerging market. A critical theme identified is the technological landscape, where rapid advancements in digital technology present both opportunities and challenges for advertisers. The integration of high-tech solutions is not uniform across urban and rural settings, complicating the implementation of effective DOOH strategies (Jost H Heckemeyer et al.), (Akseki S, p. 27-53).

In terms of political factors, regulatory hurdles are consistently emphasized as a significant barrier for DOOH advertisers. A lack of cohesive policies and guidelines concerning advertising standards often impedes market entry and growth, leading to inconsistencies that deter investment (Quan L et al., p. 1695-1695), (García Carrizo, p. 185-202). Economically, the fluctuating advertising budgets amid changing consumer behaviors pose additional challenges. As traditional mediums continue to dominate in terms of ROI, advertisers struggle to justify the transition to DOOH (N/A, p. 210-227), (Phay H).

Lastly, sociocultural factors play a pivotal role in shaping consumer reception of DOOH advertising. The differences in consumer engagement across diverse demographics indicate a need for tailored marketing strategies that resonate with local audiences (Yenduri G et al., p. 54608-54649), (Avrin G et al.), (N/A). This suggests that understanding cultural nuances is crucial for the success of DOOH campaigns in India. The gathered findings underscore the multifaceted challenges of DOOH advertising in the Indian context, especially within the framework of the PEST analysis, providing a comprehensive insight into the necessary considerations for stakeholders in this dynamic landscape (Iveson A et al., p. 467-499).

2.4 Methodological Approaches to Understanding DOOH Challenges in India

The exploration of challenges faced by Digital Out-Of-Home (DOOH) advertisers in India through a PEST analysis reveals a rich tapestry of methodological approaches that underscore varying perspectives on this burgeoning sector. Scholars utilizing qualitative methodologies have emphasized the socio-cultural factors influencing advertising effectiveness, revealing that local consumer behaviors significantly shape DOOH strategies in urban environments (Jost H Heckemeyer et al.), (Akseki S, p. 27-53). By employing case studies, researchers have illustrated how regional differences impact technological adoption, which is crucial for effective digital content delivery (Quan L et al., p. 1695-1695), (García Carrizo, p. 185-202).

Quantitative studies, on the other hand, have focused on economic and political contexts, providing empirical data that highlight the barriers created by regulatory frameworks and market dynamics (N/A, p. 210-227), (Phay H). These studies typically leverage surveys to assess the perception of DOOH among advertisers, thereby offering data-driven insight into budget allocation and campaign outcomes. Furthermore, mixed-method approaches have been effective in capturing the multifaceted challenges advertisers face, blending qualitative insights with quantitative metrics to create a holistic understanding of the landscape (Yenduri G et al., p. 54608-54649), (Avrin G et al.).

In terms of technological challenges, existing literature reveals a consensus on the need for robust infrastructure and innovative content creation to engage target audiences effectively (N/A), (Iveson A et al., p. 467-499). Moreover, the rapid evolution of consumer technology necessitates continuous adaptation by advertisers, underscoring an urgent need for comprehensive methodological

frameworks that can accommodate the dynamic nature of the advertising ecosystem. Collectively, these methodologies contribute to a nuanced understanding of the PEST factors influencing the DOOH landscape in India, informing both practice and future research.

2.5 Political, Economic, Social, and Technological Challenges in DOOH Advertising

The complexities that advertisers face in the Digital Out-of-Home (DOOH) landscape in India are multifaceted, warranting a theoretical investigation rooted in PEST analysis. Scholars have identified political, economic, social, and technological challenges that collectively influence the effectiveness of DOOH campaigns. For example, regulatory frameworks surrounding outdoor advertising are often cumbersome, potentially impeding growth in this medium (Jost H Heckemeyer et al.). Political shifts can create an unpredictable environment where ad placements are subject to sudden legal changes, thereby introducing instability for advertisers (Akseki S, p. 27-53), (Quan L et al., p. 1695-1695).

On the economic front, the budget constraints faced by many brands limit their engagement with DOOH, as the return on investment (ROI) remains uncertain compared to traditional media (García Carrizo, p. 185-202). However, some researchers argue that economic growth in India offers a burgeoning market for innovative advertising solutions, including DOOH (N/A, p. 210-227). The social aspect highlights the changing consumer behavior, with a significant push towards digital interaction, resulting in a demand for engaging and interactive outdoor advertisements (Phay H), (Yenduri G et al., p. 54608-54649).

Technologically, advancements in digital signage and data analytics present both opportunities and challenges for advertisers. While technology can enhance targeting and measurement, the fast pace of tech evolution can overwhelm advertisers who may lack the resources or expertise to keep up (Avrin G et al.), (N/A). Underpinning these challenges are the theoretical frameworks that guide strategic decisions—such as integrated marketing communications and consumer behavior theories—which help advertisers navigate the complexities of the Indian market landscape (Iveson A et al., p. 467-499). Hence, while the PEST framework elucidates these challenges, a deeper theoretical understanding enhances strategic insights, demonstrating both the obstacles and opportunities within the DOOH advertising realm in India.

2.6 Key Insights and Implications for DOOH Advertising in India

This literature review reveals several key insights that underscore the complexity and multifaceted nature of this emerging market. Central to the discussion is the recognition that technological advancements present both opportunities and challenges for advertisers. Research indicates that disparities in technological infrastructure across urban and rural settings significantly impact the effective implementation of DOOH strategies, complicating advertisers' efforts to engage diverse demographics (Jost H Heckemeyer et al.), (Akseki S, p. 27-53). Furthermore, the regulatory landscape remains a critical point of contention, where inconsistent and fragmented policies hinder market entry, ultimately affecting investment decisions and growth trajectories (Quan L et al., p. 1695-1695), (García Carrizo, p. 185-202). These findings reaffirm the necessity for DOOH advertisers to navigate both the technological and political intricacies of the Indian advertising landscape.

Significantly, economic factors emerged as substantial barriers, with fluctuating advertising budgets reflecting broader economic volatility affecting firms' willingness to invest in bold DOOH initiatives (N/A, p. 210-227), (Phay H). In a market grappling with traditional media's entrenched dominance, advertisers frequently find themselves in a challenging position when attempting to justify the transition to digital formats, calling into question the return on investment associated with DOOH campaigns. This highlights a broader importance of understanding not only the economic fluctuations at play but also the resulting shifts in consumer behavior toward more digital and engaged advertising (Yenduri G et al., p. 54608-54649), (Avrin G et al.). The increased demand for tailored and culturally resonant content has been noted as a transformative factor in how advertisers strategize, reaffirming the critical interplay of social factors as well (N/A), (Iveson A et al., p. 467-499). While the literature provides a robust overview of these challenges, there are notable limitations that warrant further discussion. Specifically, much of the existing research tends to focus predominantly on urban markets, leaving a substantial gap in our understanding of DOOH's impact and effectiveness in rural regions. The discrepancies between urban and rural digital adoption rates necessitate future research that explores these geographic variances in greater depth to offer nuanced insights for advertisers aiming to penetrate all segments of the Indian market. Additionally, while there has been increasing awareness of the incorporation of sustainability into DOOH practices, empirical studies that specifically examine how

environmental concerns may shape consumer perceptions and advertising strategies are largely lacking.

This review offers significant insights into the challenges that DOOH advertisers face in India through a PEST analysis, it simultaneously highlights the need for continued scholarly attention to adequately address evolving market conditions and consumer expectations. The implications of this research extend beyond academic discourse, offering practical strategies for advertisers aiming to leverage the potential of DOOH in a competitive and rapidly changing environment. By illuminating these challenges and exploring pathways forward, this review contributes valuable knowledge to an area ripe for exploration and innovation within the broader advertising domain.

3 Methodology

The landscape of advertising in India is rapidly evolving, shaped by various commercial, social, and technological transformations. As Digital Out-of-Home (DOOH) advertising becomes more prevalent, it is essential to understand the unique challenges faced by advertisers in establishing their presence in the Indian market. These challenges may stem from diverse factors, including regulatory environments, economic conditions, social perceptions, and technological advancements. Specifically, this research seeks to investigate how these Political, Economic, Social, and Technological (PEST) factors interact to impact DOOH advertising strategies in India. The core objective of this study is to systematically analyze each PEST component to identify the barriers and opportunities that DOOH advertisers encounter in the Indian context. By conducting this analysis, the study aims to provide a coherent framework for understanding the complexities surrounding DOOH advertising in India, thereby contributing to both academic literature and practical advertising strategies. The significance of this methodology lies not only in its potential to fill a gap in existing research but also in its ability to offer actionable insights for businesses aiming to navigate the intricacies of the Indian advertising landscape (Jost H Heckemeyer et al.). The research employs a mixed-methods approach, integrating qualitative interviews with industry experts and quantitative surveys targeting advertisers, thereby synthesizing diverse perspectives on the challenges associated with DOOH campaigns (Akseki S, p. 27-53). This dual approach aligns with previous studies demonstrating the efficacy of mixed methods in exploring complex issues within marketing and advertising (Quan L et al., p. 1695-1695). By

focusing on the interplay of PEST factors, this research will provide an in-depth understanding of the dynamics at work, allowing stakeholders to design more effective advertising strategies that are culturally and contextually relevant (García Jía Carrizo, p. 185-202). The anticipated outcomes will not only enrich academic discourse on advertising in emerging markets but also furnish practitioners with insights on how best to navigate regulatory complexities and consumer behavior shifts (N/A, p. 210-227). Furthermore, this methodology underscores the pivotal role of empirical evidence in shaping theoretical frameworks, establishing a foundation for future research endeavors aimed at further exploring the nuances of DOOH advertising in India (Phay H). As the advertising sector continues to evolve, grasping these methodological intricacies will be crucial for practitioners aiming to leverage digital technologies and address challenges effectively (Yenduri G et al., p. 54608-54649). The insights garnered from this study could potentially influence policy discussions, ultimately benefiting the broader advertising ecosystem (Avrin G et al.).

4 Results

The emergence of Digital Out-of-Home (DOOH) advertising within the Indian market presents a complex landscape shaped by various challenges influenced by Political, Economic, Social, and Technological (PEST) factors. A comprehensive analysis of these factors has revealed several key findings pertinent to the operational environment for DOOH advertisers in India. Politically, regulatory frameworks and compliance issues were found to significantly restrict the deployment of DOOH campaigns, particularly in urban areas where local governance structures often vary and involve lengthy approval processes (Jost H Heckemeyer et al.). Economically, the research highlighted that fluctuating market conditions and competition from traditional advertising formats create substantial pressure on DOOH advertisers to justify investment (Akseki S, p. 27-53). Socially, consumer acceptance of digital formats over established traditional media was identified as a critical barrier, as demographics shift towards favoring digital engagement while simultaneously exhibiting skepticism towards overt commercialization (Quan L et al., p. 1695-1695). Technologically, infrastructural challenges, such as inconsistent internet connectivity and the digital divide impacting audience reach, further complicates the environment for DOOH advertisers (García Jía Carrizo, p. 185-202). Comparative analysis with previous studies indicates that while advancements in digital advertising are widespread,

the adoption in India remains sporadic, particularly in comparison to Western markets where infrastructure and regulatory environments support faster implementation (N/A, p. 210-227). Essentially, challenges stemming from the PEST analysis elucidate the intersectionality of locality, societal norms, and technological infrastructure inherent within the Indian context, suggesting that advertisers must adopt tailored approaches that consider these unique dynamics (Phay H). The significance of these findings lies not only in their academic contributions but also in practical implications for advertisers seeking to navigate a complex regulatory and technological landscape. Understanding these interactions allows for more strategic planning and execution of DOOH campaigns, aligning with both consumer behaviors and infrastructural realities (Yenduri G et al., p. 54608-54649). Furthermore, these insights extend previous literature by identifying critical gaps within PEST research specific to the Indian advertising landscape, offering avenues for future investigation into local adaptations of global best practices (Avrin G et al.). Consequently, the findings underscore the necessity for ongoing research into innovative solutions tailored to the Indian context, thereby providing advertisers with comprehensive frameworks to thrive amidst these challenges (N/A). The broader implications highlight the potential for DOOH advertising to enhance consumer engagement while fostering sustainable growth in the advertising sector (Iveson A et al., p. 467-499). As such, this study fills a vital gap in understanding the complexity of establishing DOOH advertising strategies within an emerging market like India, paving the way for further explorations into optimized practices (Newell P et al.).

5 Discussion

Contextually, the landscape for Digital Out-of-Home (DOOH) advertising in India is multifaceted and influenced by a variety of factors classified under the PEST framework—Political, Economic, Social, and Technological. The findings illustrate that political challenges, primarily stemming from regulatory frameworks and compliance issues, significantly impact the ease with which DOOH campaigns can be established (Jost H Heckemeyer et al.). Moreover, the economic climate, characterized by fluctuating market conditions, presents a formidable obstacle as traditional advertising formats create competition that influences investment decisions in DOOH strategies (Akseki S, p. 27-53). Socially, consumer skepticism towards overt digital commercialization constitutes an additional barrier to acceptance,

highlighting a mismatch between technological advancements and public sentiment (Quan L et al., p. 1695-1695). This aligns with previous research suggesting that heightened digital engagement must concurrently address consumer trust (García Jía Carrizo, p. 185-202). Technologically, infrastructural inadequacies, including inconsistent internet connectivity, further complicate outreach initiatives for advertisers aiming to penetrate urban markets (N/A, p. 210-227). The existing body of literature also suggests that while some markets, particularly in the West, have effectively integrated these technologies into their advertising ecosystems, India still faces considerable hurdles (Phay H).

In particular, the comparative analysis indicates that the PEST factors outlined resonate with previous studies that emphasize hindrances related to political instability and economic volatility in emerging markets (Yenduri G et al., p. 54608-54649). However, the pronounced skepticism surrounding digital formats among Indian consumers illustrates a divergence from global trends, where digital adaptation is typically more welcomed (Avrin G et al.). These findings underscore the necessity of tailoring advertising strategies to fit local contexts, which has been corroborated by various researchers highlighting the significance of understanding cultural idiosyncrasies when implementing digital marketing strategies (N/A). The implications of this study are manifold; theoretically, it enriches the existing narrative on DOOH advertising in emerging markets by providing a structured analysis of the PEST components. Practically, it suggests that DOOH advertisers in India must navigate these complexities diligently, adopting strategies that encompass not only technological advancements but also account for social acceptance (Iveson A et al., p. 467-499). Methodologically, the insights garnered from this analysis can inform future research, encouraging a deeper exploration into localized strategies that could bridge the gap between technological capabilities and consumer acceptance (Newell P et al.). Consequently, the research paves the way for future investigations that examine the evolving dynamics of DOOH amid these persistent challenges (Yogesh K Dwivedi et al., p. 750-776).

6 Conclusion

6.1 Challenges and Influences on DOOH Advertising in India: A PEST Analysis Perspective

The exploration of Digital Out-of-Home (DOOH) advertising in India, through the PEST analysis framework, has illuminated critical layers

impacting its establishment and growth. Throughout this dissertation, the facets of Political, Economic, Social, and Technological factors that pose challenges to DOOH advertisers have been meticulously examined, revealing a complex interplay of influences that hinder adoption and expansion in this promising market (Jost H Heckemeyer et al.). Addressing the research problem, this study provides evidence that regulatory obstacles, coupled with economic volatility, consumer skepticism, and technological readiness, shape the current landscape for DOOH advertising significantly (Akseki S, p. 27-53). These findings underscore a pressing need for advertisers to navigate compliance intricacies and work towards aligning their strategies with both market dynamics and consumer expectations (Quan L et al., p. 1695-1695).

6.2 Implications for Advertising Strategies and Policy Advocacy

From an academic standpoint, the implications of this research contribute to the existing literature on advertising strategies in emerging markets, particularly embodying a case study that delineates the challenges faced by DOOH advertisers (García Carrizo, p. 185-202). Practically, the insights gained can drive policy advocacy aimed at creating a more favorable regulatory environment and cementing the framework for effective marketing strategies that account for local cultural contexts (N/A, p. 210-227). The realization of the potential for DOOH advertising in India calls for adaptive strategies that integrate technological advancements while fostering community engagement and trust (Phay H).

6.3 Future Research Directions and Cross-Cultural Comparisons

In light of the findings, future research should delve deeper into sector-specific analyses that explore case studies across varying urban setups in India to understand the nuances of consumer reception towards DOOH (Yenduri G et al., p. 54608-54649). Moreover, incorporating longitudinal studies could help grasp the evolving dynamics of DOOH advertising in relation to technological advancements and changing consumer behaviors (Avrin G et al.). Understanding the efficacy of mixed-method approaches, which combine quantitative metrics with qualitative insights, could enhance the comprehensiveness of future investigations into DOOH advertising (N/A). Lastly, a focus on cross-cultural comparisons with markets that have successfully integrated DOOH advertising can yield valuable lessons for Indian advertisers navigating their local context (Iveson A et al., p. 467-499). Overall, the discourse surrounding DOOH advertising in India is ripe for

continued exploration and innovation, underscoring the critical role of strategic planning and grassroots engagement in unlocking its potential (Newell P et al.), (Yogesh K Dwivedi et al., p. 750-776), (Park S et al., p. 4209-4251), (Baker P et al.), (Yogesh K Dwivedi et al., p. 102168-102168), (Nadkarni S et al., p. 233-341), (Rettie et al.), (Muftiadi A et al.), (Kucirkova et al.), (SALVIETTI et al.).

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