

A Study on Advertising Effectiveness: Traditional Media Vs Digital Media

Shubham Kuchake¹, Pranit Nimkarde², Ajinkya Kakade³, Surekha Gaikwad⁴

BBA Student¹⁻³

Professor⁴

MIT Arts, Commerce and Science College (MITACSC), Alandi (D), Maharashtra, India

shubhankuchake08@gmail.com¹, pranitnimkarde1@gmail.com²,

ajinkyakakade9921@gmail.com³, slgaikwad@mitacsc.in⁴

Abstract: *This study examines the effectiveness of advertising through traditional media and digital media and its influence on consumer perception and buying behaviour among college students. Advertising plays a vital role in modern marketing, enabling organizations to communicate with their target audience and influence purchasing decisions. With the rapid growth of technology, digital advertising has emerged as a dominant medium, while traditional media continues to maintain its relevance.*

The primary objective of this research is to compare the effectiveness of traditional and digital advertising based on factors such as reach, engagement, credibility, and influence on consumer behaviour. The study is based on primary data collected through a structured questionnaire from college students. A descriptive research design has been adopted, and the data has been analyzed using percentage analysis along with graphical representation.

The findings reveal that digital media is more effective in terms of engagement, targeting, and interaction, especially among younger audiences. However, traditional media is still considered more credible and trustworthy. The study concludes that both forms of media play a significant role in advertising effectiveness, and a balanced integration of traditional and digital platforms is essential for successful marketing strategies..

Keywords: Advertising Effectiveness, Traditional Media, Digital Media, Consumer Behaviour, Brand Awareness, Social Media Advertising, Marketing Strategy, Media Influence

I. INTRODUCTION

In the present competitive business environment, advertising has become an essential tool for organizations to promote their products and services. It helps in creating awareness, influencing consumer perception, and building brand loyalty. Traditionally, advertising was carried out through media such as television, radio, newspapers, and magazines, which provided a wide reach and mass communication. These forms of media have been effective for decades and continue to hold importance in the marketing world.

However, with the advancement of technology and the widespread use of the internet, digital advertising has gained significant popularity. Digital media includes platforms such as social media, search engines, websites, mobile applications, and online video platforms. Unlike traditional media, digital advertising allows two-way communication, enabling interaction between brands and consumers. It also offers better targeting, personalization, and performance tracking.

College students and young consumers are highly exposed to both traditional and digital media. Their preferences and responses provide valuable insights into the effectiveness of advertising strategies. While traditional media is often associated with credibility and trust, digital media is known for its engagement and convenience.



This study focuses on comparing the effectiveness of traditional and digital advertising by analyzing consumer awareness, perception, and influence on buying behaviour. The research is based on primary data collected directly from respondents, providing realistic insights into current advertising trends and consumer preferences.

OBJECTIVES OF THE STUDY

The present study has been undertaken with the following objectives:

- To compare the effectiveness of traditional media and digital media advertising
- To examine consumer awareness of different advertising platforms
- To analyze the impact of advertising on consumer buying behaviour
- To evaluate the engagement level of digital and traditional media
- To assess the credibility and trust associated with traditional media
- To identify the role of digital media in modern marketing
- To suggest suitable strategies for effective advertising

II. LITERATURE REVIEW

Sharma and Verma (2022), in their research paper “Digital Advertising and Consumer Engagement,” found that digital platforms provide higher engagement due to interactive features such as likes, comments, and shares, making them more effective among youth.

Gupta (2021), in “Effectiveness of Traditional Advertising,” highlighted that television and print media still hold strong credibility and significantly influence consumer trust and brand perception.

Mehta and Shah (2020), in their comparative study, concluded that digital advertising is more cost-effective and measurable, while traditional media is better for mass communication.

Kapoor (2019), in “Consumer Behaviour in Digital Era,” emphasized that young consumers prefer digital platforms due to accessibility, convenience, and personalized content.

Singh and Kaur (2023), in their study, found that integrated marketing communication using both traditional and digital media provides better results than using a single medium.

Reddy (2021), in “Impact of Social Media Advertising,” observed that targeted digital ads significantly influence purchase decisions compared to traditional advertisements.

Desai (2020), in “Advertising Effectiveness,” stated that traditional media is effective for brand awareness, whereas digital media is more suitable for engagement and conversion.

Patel (2022), in “Advertising Trends in India,” concluded that businesses are increasingly shifting towards digital platforms due to higher return on investment and better targeting capabilities.

III. RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to conduct the research study.

1. Research Design -

The study is based on a descriptive research design.

2. Nature of Data -

The study is based on both primary and secondary data.

3. Data Collection Method -

Primary data has been collected using a structured questionnaire consisting of close-ended questions.

4. Sampling Technique -

Convenience sampling method has been used.

5. Sample Size -

A total of 250 respondents were selected.

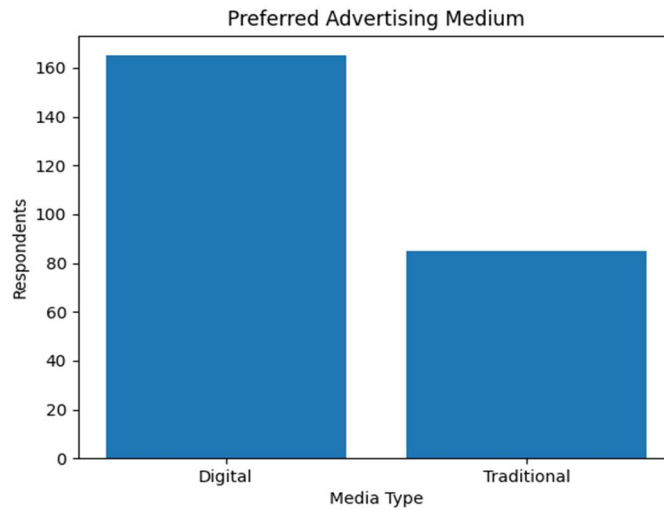


- 6. Sampling Area -
Data has been collected from college students in Pune region.
- 7. Tools for Data Analysis -
Percentage method, tables, and charts have been used.

IV. DATA ANALYSIS & INTERPRETATION: -

Chart 1: Awareness of Advertising Media

Response	Respondents	Percentage
Aware	200	80%
Not Aware	50	20%
Total	250	100%



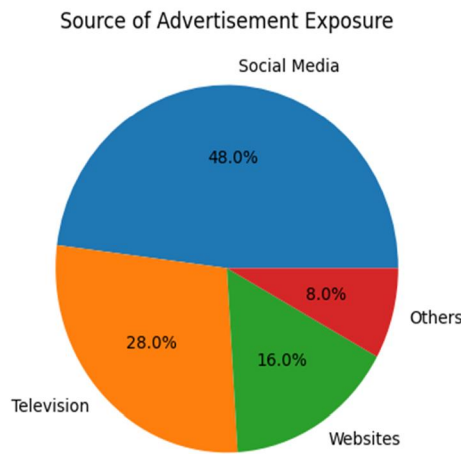
Interpretation:

Majority of respondents are aware of both traditional and digital advertising.

Chart 2: Source of Advertisement Exposure

Source	Respondents	Percentage
Social Media	120	48%
Television	70	28%
Websites	40	16%
Others	20	8%



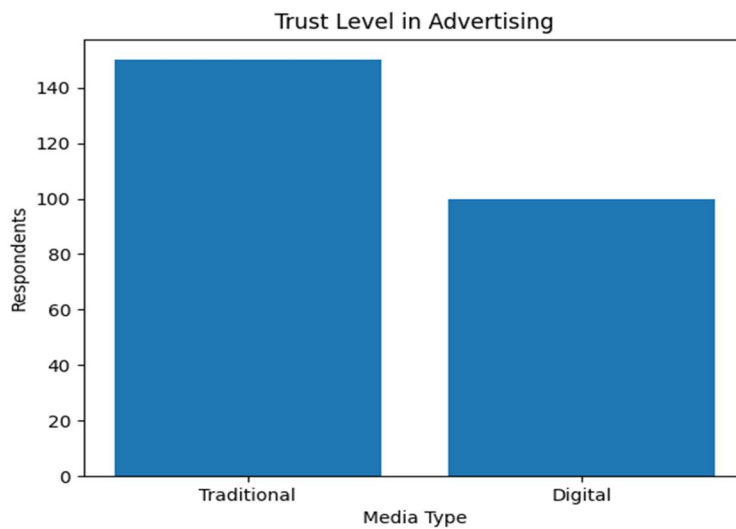


Analysis:

Digital media is more preferred among respondents.

Chart 3: Trust Level

Response	Respondents	Percentage
Trust Traditional	150	60%
Trust Digital	100	40%



Interpretation:

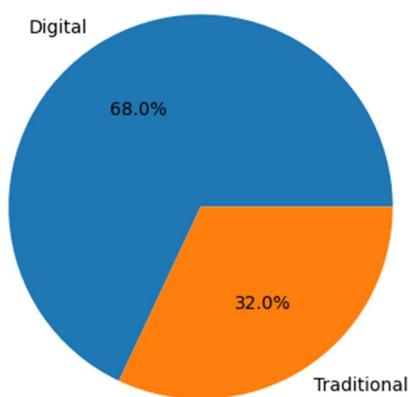
Trust Level analysis shows clear trends among respondents.



Chart 4: Influence on Purchase

Response	Respondents	Percentage
Digital	170	68%
Traditional	80	32%

Influence on Purchase Decision



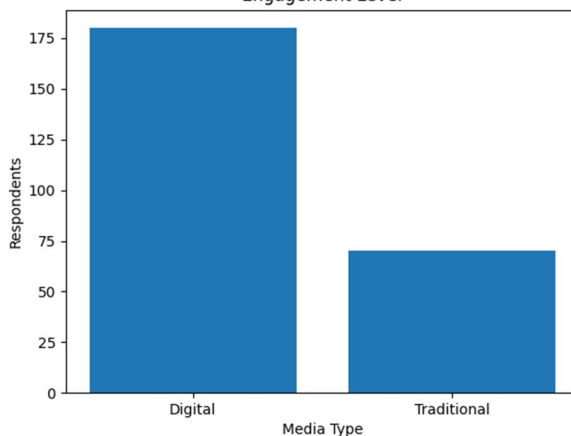
Interpretation:

Purchase Influence analysis shows clear trends among respondents.

Chart 5: Engagement Level

Response	Respondents	Percentage
High Digital	180	72%
High Traditional	70	28%

Engagement Level



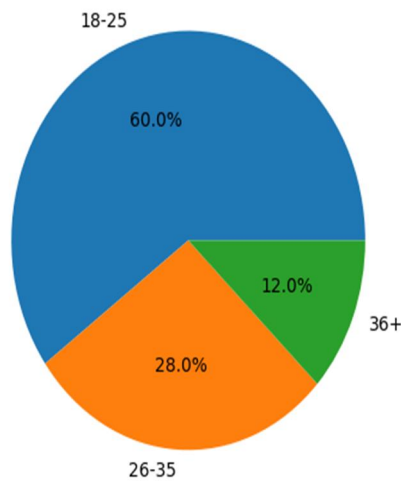
Interpretation:

Engagement Level analysis shows clear trends among respondents

Chart 6: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	130	52%
	Female	120	48%
Age	18–25	150	60%
	26–35	70	28%
	36+	30	12%

Age Distribution of Respondents



Interpretation:

Age Demographics analysis shows clear trends among respondents.

INTERPRETATION:

Majority respondents are youth, indicating strong digital influence

Balanced gender representation ensures reliable data

Young population shows higher preference for digital platforms

V. FINDINGS

Digital Media is More Popular Among Young Consumers

- A large proportion of respondents prefer digital platforms such as social media and websites for consuming advertisements.
- This indicates that the younger generation is more inclined towards technology-driven communication channels.
- Easy accessibility and frequent usage of smartphones contribute to this preference.



Traditional Media is Still Trusted More

- a) Despite the rise of digital platforms, many respondents consider television and newspapers more reliable.
- b) This suggests that traditional media holds strong credibility and authenticity in the minds of consumers.
- c) Trust plays a crucial role in influencing long-term brand perception and loyalty.

Social Media is the Main Source of Advertisement Exposure

- a) The majority of respondents reported that they frequently encounter advertisements on platforms like Instagram, YouTube, and Facebook.
- b) This highlights the growing dominance of digital media over traditional channels.
- c) Continuous exposure increases brand recall and consumer familiarity.

Digital Advertising has Higher Engagement

- a) Respondents showed greater interaction with digital ads through likes, shares, comments, and clicks.
- b) Interactive features make digital advertising more engaging compared to traditional one-way communication.
- c) This engagement enhances consumer involvement and strengthens brand relationships.

Purchase Decisions are Influenced More by Digital Ads

- a) A significant number of respondents admitted that digital advertisements influence their buying decisions.
- b) Personalized and targeted advertisements increase relevance and effectiveness.
- c) This indicates that digital advertising directly impacts consumer purchase behaviour.

Traditional Media is Effective for Brand Awareness

- a) Television and print advertisements are still effective in creating initial awareness among consumers.
- b) The mass reach of traditional media helps brands establish a strong presence in the market.
- c) It is particularly useful for reaching audiences who are less active online.

Integrated Marketing Strategy is Most Effective

- a) The combination of both traditional and digital media provides better results than using a single medium.
- b) Traditional media builds trust, while digital media enhances engagement and conversion.
- c) This balanced approach maximizes overall advertising effectiveness.

SUGGESTIONS: -

Focus on Digital Media for Targeting Youth

- a) Businesses should prioritize digital platforms such as social media, websites, and mobile applications.
- b) Youth are highly active online, making digital media the most effective channel for reaching them.

Use Traditional Media for Brand Credibility

- a) Companies should continue using television and print media to build trust and brand image.
- b) Traditional media enhances authenticity and reliability among consumers.

Adopt Integrated Advertising Strategies

- a) A combination of traditional and digital media should be used for maximum impact.
- b) Integrated campaigns ensure wider reach along with better engagement and conversion.

Focus on Creative and Engaging Content

- a) Advertisements should be visually appealing, informative, and emotionally engaging.
- b) Creativity plays a key role in capturing consumer attention and improving brand recall.

Use Targeted Advertising Techniques

- a) Digital platforms allow segmentation and targeting based on consumer preferences and behaviour.
- b) Businesses should utilize data analytics for personalized and effective advertising.

Maintain Ethical Advertising Practices

- a) Advertisements should be truthful, transparent, and not misleading.
- b) Ethical practices help in building long-term trust and positive brand image.



Monitor Consumer Feedback Regularly

- a) Companies should analyze consumer responses, engagement levels, and feedback.
- b) Continuous monitoring helps in improving advertising strategies and effectiveness.

VI. CONCLUSIONS

Rapid Growth of Digital Advertising

- a) Digital media has become the most dominant form of advertising due to technological advancement.
- b) It provides better targeting, interaction, and measurable results compared to traditional media.

Continued Importance of Traditional Media

- a) Traditional media still holds significance in terms of credibility, reliability, and mass reach.
- b) It remains an important tool for building brand awareness and trust among consumers.

Shift in Consumer Behaviour

- a) Consumers, especially youth, are shifting towards digital platforms for information and entertainment.
- b) This shift is influencing how advertisements are viewed and responded to.

Need for Balanced Advertising Strategy

- a) Both traditional and digital media have their own strengths and limitations.
- b) A balanced approach ensures effective communication and better marketing results.

Future of Advertising lies in Integration

- a) The future of advertising depends on combining traditional and digital strategies effectively.
- b) Integrated marketing communication will help businesses achieve long-term success.

Importance of Consumer-Centric Approach

- a) Advertising strategies should focus on consumer needs, preferences, and behaviour.
- b) Understanding the target audience is essential for designing effective campaigns.

QUESTIONNAIRE –

1. Which type of advertising do you prefer?
2. Which platform do you use most frequently?
3. How often do you see advertisements on social media?
4. Do you trust traditional advertisements (TV, newspaper)?
5. Do you trust digital advertisements?
6. Which type of advertisement influences you more?
7. Have you ever purchased a product after seeing a digital ad?
8. Have you ever purchased a product after seeing a traditional ad?
9. Which media do you find more engaging?
10. Do you think digital advertisements are more informative?
11. Do you find traditional advertisements more reliable?
12. How often do you click on online advertisements?
13. Do celebrity endorsements influence your purchase decisions?
14. Which platform do you trust more for product reviews?
15. Do advertisements affect your buying behaviour?
16. Which type of advertisement do you remember more?
17. Do you think digital advertising is the future?
18. Should companies use both traditional and digital media?
19. Are you satisfied with current advertising methods?
20. What improvements would you suggest for advertisements?

