

Adapting To Digital Shift: A Comparative Study of Traditional and Digital Advertising

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Abstract

Advertising has greatly evolved over the last decade. For any business advertising plays a key role to get connect with their customers be it informing, persuading or reminding them regarding their product or services. Today advertising is not just about branding but it connects brand and society, creating higher level of engagement and trust. Advertising can broadly be classified as traditional and digital advertising. Traditional advertising involves medium like newspaper, journal, magazine, radio and television whereas digital advertising is advertising product and services through digital platforms which include social media, email marketing, company website, search engine optimization etc. This paper aims to explore the difference between traditional and digital advertising and how companies are using them together for effective communication with their audience. Also the purpose of the paper is to study how people of different gender and age groups prefer these two modes of advertising. The data for the current study has been collected using both primary and secondary sources. The primary data was collected by circulating a structured questionnaire for collecting responses from the audience. Also secondary research includes review and analysis of studies that has been previously done on this topic. The result shows that there are different opinions of the audience regarding traditional and digital advertising. While older generations still prefer traditional advertising however younger generation go for digital advertising. Also when the comparison was done on the basis of gender then most of males prefer digital mode over traditional advertising but females prefer mostly traditional advertising. In short we can say that most of the audience prefer digital advertising but companies are using blend of traditional and digital modes of advertising in order to grab attention of their customers and also to reach wider audience.

Keywords: Advertising, Traditional Advertising, Digital Advertising, Preference.

1. Introduction

The ultimate aim of any business is customer satisfaction and for that they must have effective communication strategies to convince their audience regarding their product or services and for that advertising plays a crucial role as it act as a link between businesses and their customers.

According to American Management Association(AMA) Advertising is “ Any paid form of non personal presentation of ideas, goods and services by an identified sponsor.” Dunn and Barban (1986) defined advertising as “ a paid non personal message from an identifiable source delivered through a mass mediated channel that is designed to persuade”. The two mediums that companies are using since long and are found to be quite effective are traditional and digital advertising. Both of these advertising medium are unique and both has its own distinct advantages and disadvantages. Where traditional advertising uses traditional medium like radio, newspapers, television, magazines, billboards etc for promoting their product and services digital advertising utilizes digital platform and technologies which include websites, mobile apps, social media etc to promote their products and services. Since long time traditional advertising has been a medium that company use to communicate with their customers but there is a strong transition from traditional to digital medium in the last decade which forces companies to change their marketing strategies. Understanding evolution of advertising is important for marketers to understand the changing trends in Indian advertising industry.(Thakur et al; 2020).

But in the era of the digital world companies cannot neglect the importance of traditional mode of advertising therefore it is important for the companies to understand that traditional advertising complementing digital advertising will offer unique advantage and can act as a game changer strategy for their business.

1.1 Traditional Advertising :

Traditional advertising has been a fundamental part of business promotional strategies for years. Traditional advertising involves the use of conventional techniques to promote product, services or messages through offline platforms like print, radio, television, billboards etc. These media used by the businesses since years and has been successful in grabbing the attention of their audience. Thus traditional advertising enables companies to reach wider audience. There are different forms of traditional advertising like newspaper advertising, magazines, radio advertising and television advertising. Newspaper Advertising allow advertiser to present in depth information at much lesser cost as compared to other media like radio and television (Essays,2018). Apart from that newspapers allows customers to keep the ads for their future reference (Shimp, 2003). Radio advertising helps businesses to create engaging content through sound, music and voice quality that can create long lasting impression on their customers (Mansi et al.,2003). Television advertising is a type of advertising in which companies promote their messages and campaigns through television broadcast. Since television uses audio, video and special effects advertising messages designed in creative manner can easily grab the attention in the mind of the viewers (Klein, 2016).

1.2 Digital Advertising:

Digital Advertising is the practice of delivering promotional content to users through various online and digital channels. It utilizes medium such as social media, email, search engines, mobile applications, affiliate programs and websites to display advertisement and messages to audience. Digital advertising includes any type of communication does online to promote its brand product and services. The goal of this type of advertising is to create a digital presence online that can attract the attention of the audience. There are different forms of digital advertising display advertising, native advertising, media, social media advertising , paid search advertising and mobile advertising. Display Advertising is the practice of displaying visual, graphical and multimedia advertisement on various online platforms. Display advertising strategy could prove to highly be beneficial for businesses as visually appealing material grab the attention of the viewers and ultimately generate traffic to their website (Smith, 2013). Native advertising is the strategy of delivering the content to the users without disrupting the user experience. In this type of advertising the companies present and place their messages in a similar manner into a website which is already publishing the content (Laird, 2013). Social media advertising is the form of advertising in which companies promote their product and brands on social media platforms like Facebook, Instagram, Twitter etc (Pentina, 2012). Hence social media advertising assist businesses to gain visibility of their brands and get engaged with their target audience (Jara et al, 2024). Paid search advertising also known as Search Engine Marketing is a type of advertising strategy in which advertisers display their ads on search engine result page and target their customers by using specific keywords (Sayedi et al.,2014). Thus Paid search advertising plays a vital role in any marketing strategy because it helps business to increase brand awareness, enhance visibility and drive high traffic to their website.(Ramos and Kota, 2009).

1.3 Difference Between Traditional and Digital Advertising:

Since the last decade advertising has greatly evolved from a conventional , mass oriented strategy to a highly customised data driven strategy. Conventional advertising which involves mediums like television, print and radio focuses on targeting larger audience based on various factors like demographic groups or geographic regions.(Belch and Belch 2021). Although this strategy builds brand authority and also offers high credibility but this method lacks precision and flexibility. Traditional advertising often result in high production cost , and thus it is quite difficult to modify an advertisement once it is launched.(Santiago, 2024). Besides that it is quite challenging to evaluate return on investment(ROI) or optimize efforts because the measurability of traditional advertising depend upon circulation figures, Nielsen ratings or TRPs. Thus it is not easier to calculate return on investment in traditional advertising.(Belch & Belch , 2021).

On the other hand digital advertising uses advanced technologies and data analytics to target audience. Various social networking platforms like Facebook and Instagram implement micro target approach based on user behavior and preferences that allow marketers to send highly relevant messages(Gupta et al; 2024). This approach of personalization adopted by companies greatly boost the conversion rates.(Tarazona-Montoya et al; 2024). Besides that various pricing models adapted by digital channels that include pay per click and cost per acquisition schemes enable companies to start with lower budgets and grow dynamically based on performance indicators (Prihatiningsih et al,2024). The key performance indicators like impression, clicks, engagement with tools like Google Analytics allows companies for evidence based decision making and performance optimization (Dutta et al; 2024).

Customer engagement act as an another important differentiator between traditional and digital advertisement. In traditional media majority of the communication is passive and one way which do not provide the audience to interact or give feedback.(Belch & Belch 2021). However digital advertising enables two way communication which allows customers to remain engage by liking, sharing and and commenting and thus strengthening the relationship between companies and the customers. Influencer marketing and social media efforts improve the overall brand experience by building a sense of community and loyalty.(Gupta et al; 2024).Furthermore digital advertising offers much more flexibility and speed as compared to traditional advertising which allows advertiser to modify their ads with the change of market trends or any other competitor activity (Tarazona-Montoyo et al; 2024).

Another aspect in which these two advertising media differ is the accessibility and reach. While digital advertising allow businesses to go beyond geographical boundaries.(Chaffey& Smith,2017) and may reach consumers anywhere and anytime which is in contrast to traditional advertising which has limited reach allowing businesses to target specific geographical location.(Kotler and Kellar,2016). Besides that traditional advertising enjoys a high level of perceived credibility but in order to maintain consumers' trust digital advertising must handle privacy and security issues carefully. Maintaining consumer trust requires adherence to various laws like GDPR as well as open data practices(Gupta et. al, 2024)

Another key distinction is the impact of these advertising strategies on the environment. Conventional advertising especially print media like newspaper, pamphlets and billboards frequently use physical materials that contribute to waste and environmental deterioration. However digital advertising on the other hand is much more environmental friendly eliminating the need of paper and other tangible resources.(Kotler& Keller,2016). Furthermore in digital advertising consumers have more control over the ads. By using various features on the platforms user has the option of skipping or blocking the ads. However this feature is lacking in traditional advertising where consumers are more passive. As a result, digital advertising gives consumers more power but it also create challenges for the marketers to draw in and hold the interest of their target audience. (Ryan,2017)

Coca-Cola – “Share A Coke” Campaign

The “Share a Coke” campaign marks a significant shift in advertising, blending both traditional and digital methods of advertising strategy to drive consumer behavior, strengthen brand interaction and influence the purchase decisions. Coca Cola has preserved its top global position by consistently using emotionally engaging strategies that highlight brand identity, happiness and social connection.(Singaram et al.,2019). The “Share a Coke” campaign was introduced in 2011 in Australia by Coca Cola company which involve substituting logo on bottles with common first names. The company used various advertising strategy across different platforms that focuses on emotional storytelling , emphasizing ideas such as friendship, joy and togetherness, the campaign enabled consumers to build more personal and emotional connection with the brand. (Kotler & Keller, 2016). Social media advertising motivate people to post pictures with their named bottles using hashtags. This served as an unpaid promotion assisting the company to spread their campaign organically.(Kalpan & Haenlein,2010). The Coca Cola successfully combine traditional and digital advertising strategies to drive their campaign. While traditional advertising such as Television and outdoor media build mass awareness, digital advertising through social media platforms played a vital role in encouraging active consumer involvement and the creation of user generated content turning customers as brand promoters(Ashley & Tuten, 2015). Consumers were motivated to

post images and share their experience which helped in enhancing the campaign's visibility and also strengthening their engagement.(Smith,2016).The combination of both traditional and digital advertising makes the advertising much more memorable.(Ashley&Tuten,2015). To conclude the campaign witness that by integrating both traditional and digital advertising strategies result in boosting customer relationships and enhancing the campaign performance.(Kotler&Kellar,2016).

Nike- Adapting To The Digital Revolution In Advertising

Due to increasingly change of consumer behavior and consumers who heavily relied on social media and mobile apps could no longer reached by traditional advertising through print and television (Chaffey & Ellis-Chadwick,2019). Nike , a leader in sportswear company faced a similar situation and adopted a digital transformation approach that include influencer collaborations, social media marketing, tailored content. The business used various data analytics tools to monitor customer engagement, their preferences and thus customize their advertising strategy for certain audiences.(Wedel&Kannan,2016). Apart from that Personalised experiences were made possible by Nike app which combined fitness challenges , virtual try-ons and product recommendations which decreased dependency on physical retail stores and improved making direct contact with the consumers.(Tiago & Verissimo,2014). By applying AI powered analytics Nike target their consumers and track campaign result in real time (Bharadwaj et al; 2013).

This digital advertising strategy adopted by Nike produced quantifiable gains which include increase in sales during COVID 19 when physical stores was scarce. (Sheth, 2020). Besides that younger generation are more engaged on social media and thus digital advertising strategy adopted by Nike results in greater brand loyalty. Also data driven approach adopted by Nike improve return on investment reducing wastage of resources and thus increasing its relevance.(Childs & Jin, 2018). Furthermore, Nike dedication to innovation and customer centric method is demonstrated by its investment in digital ecosystem which includes its own applications and e commerce channels(Smith,2022). Nike's capacity to adapt and incorporate new technologies will probably continue to be crucial to maintaining its competitive edge in the sportswear market as digital marketing develops.(Johnson,2023)

2. Literature Review:

Both traditional and digital advertising have significant impact on businesses. While traditional advertising help businesses to build brand image, digital advertising enables them to enhance their brand visibility and increase customer engagement. Hence the companies should look for the balanced approach for maximizing their advertising impact (Santiago,Kian Gabrielle,2024). With the advancement of technology in recent times preference of consumers have changed from traditional advertising to digital advertising. Internet and technology enabled businesses to understand the behaviour of the consumers and assist companies to make and modify their product and services according to need and want of consumers. Thus companies gain advantages by getting into the digital world (G.R.Joshi,2022). Also with the help of tools like Google Analytics companies gain insight regarding consumers activity like time spent on a particular website, number of pages viewed by the customer, no of devices used etc. By collecting various information companies understand the need and preference of their customers which is quite difficult to estimate in traditional advertising (Selman Gokce,2022). Previous Research also suggest that older generations prefer traditional mode of advertising which is in contrast to younger people and higher income group whose preference is digital advertising. Overall digital advertising has greater influence on consumer decision making process. (Nandita Mishra, P.S.Aithal, Sanya Wadhkar,2024). Also in the last decade Internet had a great impact on the evolution of advertising and nowadays Internet has the highest number of advertisements compared to the other platforms.(Siddiqui et al; 2023). Strauss and Frost (2021) stated that digital advertising is more dynamic as compared traditional advertising as it encourages customer participation and engagement. They also emphasize that Artificial Intelligence might improve the efficacy of digital campaigns. Due to increased consumer dependency on online media and decreased reach for traditional channels, the COVID-19 pandemic accelerated the digital revolution of advertising.(Sheth,2020). However both traditional and digital marketing strategies assist companies to promote their products and services and both have distinct advantages and disadvantages. Thus companies should merge both of these marketing strategies in order to satisfy their customers.(Sudha Lawrence, Snehal

Deshmukh, Elavarasi Navajivan,2018). Although new media has certain advantage over traditional media and also there are large number of audience preferring new media but still new media is not threatening to traditional media as both these media are used by the audiences for disseminating the information (Ogidi Odun and Anthony.U.Utulu,2016) . Thus both these styles have certain advantages and disadvantages and both of these marketing styles should be blended for an effective marketing strategy (CH.Dilip Kumar and J.Veeraraju ,2023). However according to (Ankur Singh Bist, Vertika Agarwal, Qurotul Aini, Nimatul Khoifah ,2022) companies should not only focus on whether to use conventional or digital marketing for their marketing program rather should concentrate on which strategy will be useful to achieve their objectives. However it is better for the companies to go for omnichannel model strategy which can satisfy the demand of the customers and ultimately meet the objectives of the company.

3. Objectives:

- 1) To briefly understand traditional and digital advertising.
- 2) To determine the preferred advertising media (traditional or digital) based on age and gender
- 3) To determine the most preferred traditional and digital media for advertising

4. Research Methodology:

The sample size of this study is 54 respondents. The study is descriptive as its primary objective is to systematically describe and compare the characteristics, effectiveness, and audience perceptions of traditional and digital modes of advertising. This method allows the researcher to find patterns, trends and distinctions between these two forms of advertising. Here the researcher opted for non probability convenience sampling as a sampling technique. This approach was selected because it was practical and accessible , enabling the researcher to collect replies from people who were willing and able to participate. The researcher used both primary and secondary sources for this research. Primary data has been collected by circulating a questionnaire. This enable the researcher to gather the opinions, preferences and experiences of the consumer with traditional and digital advertising. Also Secondary data has been collected from journals and books. After collecting the responses from the audience the responses were organised and analyzed The researcher presented the findings into frequency tables making the data easier to understand.

5. Data Analysis And Interpretation:

The research was conducted on 54 respondents out of which 29 are male and 25 are female which clearly indicate that there are higher percentage of male respondents than female. Although the difference is not very large, it still reflects a marginal dominance of male respondents in the study. Also out of 54 respondents the highest percentage of respondents are in the age group of 18-40 .This suggests that the findings are largely influenced by the perspectives and preferences of young and middle-aged individuals. In contrast, respondents below the age of 18 constitute a relatively smaller proportion of the sample, indicating limited representation from this younger age group.

5.1 Prefer mode of advertising traditional vs digital with respect to gender:

Gender	No.of respondents preferring traditional advertising	Percentage of respondents preferring traditional advertising	No. of respondents preferring digital advertising	Percentage of respondents preferring digital advertising
Male	8	28	21	72
Female	14	56	11	44

Interpretation: The above table indicate that majority of males(72%) preferred digital mode of advertising indicating a stronger inclination toward online platforms such as social media, websites, and mobile applications. On the other hand female respondents demonstrate a different trend, with the majority (56%) favoring traditional forms of advertising, such as television, print media, and radio, over digital channels.

This contrast highlights how advertising strategies may need to be tailored according to gender, as males appear more responsive to modern, technology-driven marketing approaches, while females may still find conventional advertising methods more engaging and trustworthy.

Upon applying Chi-Square Test of Independence:

Calculated value of $X^2=4.47$

Degrees of freedom=1

Critical value at 5% level = 3.84

Since the calculated value is greater than critical value we can conclude that there is a significant association of gender and preferred mode of advertising. Data suggest that male tend to prefer digital advertising while females are more inclined toward traditional advertising.

5.2 Prefer mode of advertising traditional vs digital with respect to age:

Age	No. of respondents preferring traditional advertising	Percentage of respondents preferring traditional advertising	No. of respondents preferring digital advertising	Percentage of respondents preferring digital advertising
Less than 18	3	19	13	81
18-40	8	40	12	60
Above 40	10	56	8	44

Interpretation: The above table shows a clear relationship between age and advertising preferences. The table indicates that most of respondents in the age group of below 18 (81%) prefer digital advertising reflecting their familiarity and comfort with online platforms and technology-driven content. Also respondents in the age group between 18-40 (60%) prefer digital advertising over traditional advertising suggesting that digital media continues to play a dominant role among younger and middle-aged audiences. However respondents above 40 years are more inclined towards traditional advertising (56%). This indicates that older individuals may be more accustomed to conventional media channels and may perceive them as more reliable or easier to engage with.

Upon applying Chi-Square Test of Independence:

Calculated value of $X^2=4.85$

Degrees of freedom=2

Critical value at 5% level = 5.99

Since the calculated value is less than critical value we can conclude that there is no significant association between age group and preferred mode of advertising (traditional vs digital). Although not significant yet we can say that younger respondents prefer digital advertising while older generations are more inclined towards traditional media.

5.3 Most preferred traditional media for advertising:

Traditional media	Frequency	Percentage
Television	20	37
Radio	6	11
Billboards	11	21
Magazines	5	9
Newspaper	12	22
Total	54	100

Interpretation: The table illustrates the varying levels of preference for different forms of traditional media among respondents. The above table indicates that the most preferred traditional media among respondents is television(37%) indicating its strong reach and ability to engage audiences through both visual and audio content. This is followed by newspapers(22%) suggesting that print media still holds relevance, particularly for those who value detailed and informative content. Billboards rank closely behind at 21%, reflecting their effectiveness in capturing attention in public spaces and delivering quick, impactful messages. However magazines are the least preferred with only 9% of respondents favoring them. This comparatively low preference may be due to factors such as limited accessibility, less frequent readership, or the growing shift toward faster and more dynamic sources of information.

Overall, the data suggests that while traditional media continues to play an important role, its effectiveness varies across different formats, with television maintaining a dominant position and magazines experiencing a decline in popularity among respondents.

Upon applying Chi-square Test (Goodness of Fit)

Total responses: $20+6+11+5+12=54$

Expected frequency: $54/5= 10.8$

Applying formula:

$$X^2 = \sum (O-E)^2 / E$$

Medium	Observed Frequency	Expected Frequency	$(O-E)^2 / E$
Television	20	10.8	7.84
Radio	6	10.8	2.13
Billboards	11	10.8	0.00
Magazines	5	10.8	3.12
Newspaper	12	10.8	0.13

Total: $X^2 = 13.22$

Degree of freedom = $5-1= 4$

Critical value at 5% level= 9.49

Since the calculated value of Chi-square test (13.22) is greater than table value (9.49) therefore we can conclude that the consumer preferences for traditional advertising media differ significantly with television being the most preferred medium.

5.4 Most preferred digital media for advertising:

Digital media	Frequency	Percentage
Social media	25	46
Search Engine	8	15
Websites	3	6
Mobile Apps	18	33
Total	54	100

Interpretation: The table illustrates the preferences of respondents regarding different forms of digital advertising. The above table shows that the respondents preferred social media (46%) as the most preferred digital media for advertising. This suggests that platforms such as social networking sites are highly effective in capturing user attention due to their interactive nature, personalized content, and widespread usage. This is followed by mobile apps (33%) indicating the growing importance of app-based advertising, as users increasingly spend time on mobile apps for entertainment, shopping, and communication. Search engine preferred by 15% of respondents, reflecting their role in providing targeted and intent-based advertisements when users actively search for information. Also website appears to be the least preferred (6%) mode of digital advertising among the respondents. This lower preference may be due to factors such as ad fatigue, the presence of intrusive ads, or a shift in user engagement toward more dynamic and interactive platforms.

Upon applying Chi-square Test (Goodness of Fit)

Total responses: $20+6+11+5+12=54$

Expected frequency: $54/4= 13.5$

Applying formula:

$$X^2 = \sum (O-E)^2 / E$$

Medium	Observed Frequency	Expected Frequency	$(O-E)^2 / E$
Social Media	25	13.5	9.80
Search Engine	8	13.5	2.24
Websites	3	13.5	8.17
Mobile apps	18	13.5	1.50

Total: $X^2= 21.71$

Degree of freedom = $4-1=3$

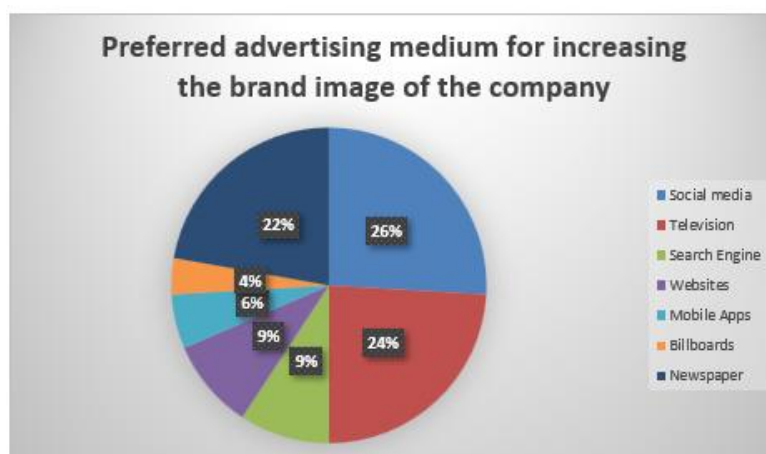
Critical value at 5% level = 7.81

Since the calculated value of Chi-square test (21.71) is greater than table value (7.81) therefore we can conclude that the consumer preferences for digital advertising media differ significantly with social media being the most preferred medium.

5.5 Most preferred form of advertising for increasing the brand image of the company:

Media	Frequency
Social Media	14
Television	13
Search Engine	5
Websites	5
Mobile Apps	3
Radio	0
Billboards	2
Magazines	0
Newspaper	12
Total :	54

Interpretation : The above table suggest that the most preferred form of media to increase the brand image of the company is social media. This highlights the growing influence of digital platforms, where brands can engage directly with audiences, create interactive content, and build a strong online presence. The widespread use of social media also allows companies to reach a larger and more diverse audience in a cost-effective and targeted manner. This is followed by television reflecting its continued effectiveness in delivering impactful visual and audio messages to a broad audience. It remains a powerful tool for brand building due to its credibility and mass reach. Newspapers follow next, suggesting that print media still holds value, particularly for conveying detailed and trustworthy information that can reinforce a brand's reputation . However radio and magazines appeared to be the least preferred mode among the respondents. This may be due to their relatively limited reach, lower engagement levels, or the shift in consumer attention toward more dynamic and visually appealing platforms.



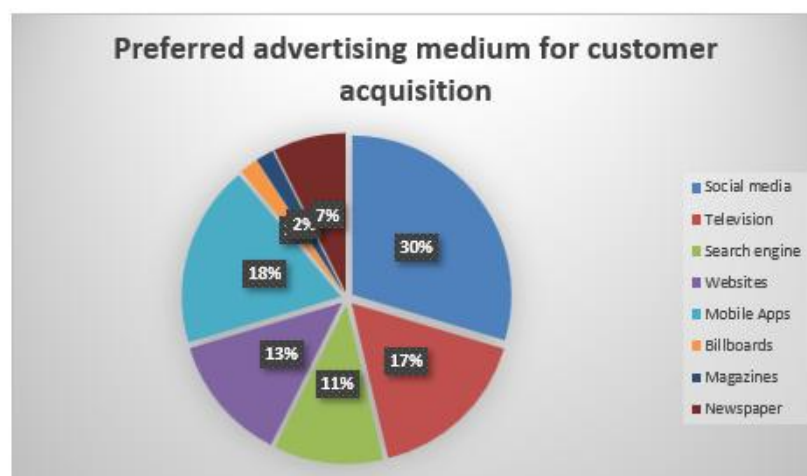
The above pie chart shows that social media is the most preferred medium for enhancing the brand image of a company, followed by television and newspaper advertising. In contrast search engines and websites have moderate preference suggesting that they are not the primary drivers of brand image. Moreover mobile apps and the billboards are least preferred indicating their limited impact in comparison to other channels.

5.6 Most preferred form of advertising to create new customers:

Media	Frequency
Social Media	16
Television	9
Search Engine	6
Websites	7
Mobile Apps	10
Radio	0
Billboards	1
Magazines	1
Newspaper	4
	Total : 54

Interpretation : The above table indicates that social media appears to be the most preferred form of advertising to create new customers. This suggests that social media platforms are highly effective in reaching potential customers, primarily due to their wide user base, interactive features, and ability to deliver personalized and engaging content. These platforms enable businesses to connect directly with audiences, build relationships, and influence purchasing decisions. This is followed by mobile apps highlighting their growing importance in customer acquisition. With increased smartphone usage, app-based advertising allows companies to target users more precisely and provide a seamless, user-friendly experience that can encourage conversions. However, radio emerges to be the least favourite among the respondents. This may be due to its limited visual appeal and lower level of interaction compared to digital platforms, which makes it less effective in capturing attention and influencing modern consumers.

Overall, the data suggests that digital advertising channels, particularly social media and mobile apps, play a crucial role in acquiring new customers, while traditional media like radio appear to have a comparatively lower impact in this regard.



The above pie chart indicates that social media is the most preferred advertising medium for customer acquisition, followed by mobile apps and television, indicating that both digital and traditional channels play a vital role in reaching potential customers. Moreover, websites and search engines have moderate preference.

suggesting that they are useful for customer acquisition but they may not be as impactful or engaging platforms. Furthermore the chart indicates that newspapers, billboards and magazines are the least preferred among the respondents reflecting a declining influence of traditional media in attracting new customers.

6. Findings:

The basic objective of this paper is to compare and analyze the preference of consumers between traditional and digital advertising . In this research out of 54 respondents 29 respondents (54%) are male and 25 respondents (46%) are female. Also among age distribution of 54 respondents 30% are below 18 years, 37% of the respondents belong to the age group between 18-40 and 33% of the respondents are above 40 years of age.

After conducting the research it was found that the percentage of respondents preferring digital advertising is much higher as compared to the traditional advertising. When comparison was made on the basis of gender it was found that percentage of male preferring digital advertising (72%) are higher as compared to females (44%). This is in contrast to the traditional advertising in which percentage of females preferring traditional advertising (56%) are much higher as compared to the male respondents (28%). Apart from that when the comparison was made on the basis of age group it was found that respondents below 18 prefer digital advertising (81%), also respondents between 18-40 prefer digital advertising (60%) over traditional advertising. However respondents above 40 prefer traditional advertising (56%) over digital advertising (44%).

When respondents were asked regarding the most preferred traditional media, 37% of the respondent prefer television , 11% radio , 21% billboards, 9% magazines and 22% newspapers. Further when asked regarding the most preferred digital media 46% prefer social media, 15% search engine, 6% websites and 33% prefer mobile apps. Thus television appears to be the most favourite traditional media for advertising and when it comes to digital advertising social media is the most preferred digital media among the respondents.

Also when respondents were asked regarding the most preferred media for increasing the brand image of the company social media emerges out to be the most favourite among respondents (14 respondents) followed by television (13 respondents) and search engine (5 respondents) . Besides that radio and magazines appears to be the least favourite among respondents. Apart from that when respondents were surveyed regarding most preferred media to increase new customers then most of them preferred social media (16 respondents) followed by mobile apps (10 respondents), television (9 respondents) and websites (7 respondents). However radio emerges out to be the least favourite among the respondents .

7. Future Scope of the Study:

The current study focuses on the comparative analysis of the two forms of advertising and examine the transition from traditional to digital advertising. But due to emerging technologies like Virtual Reality, Artificial Intelligence and continuously changing consumer preferences there is always an opportunity for further research in this field. Besides that research can be conducted on the consumers of various age group to understand their advertising preferences. Apart from that the performance of digital advertising can be examined across various sectors and industries.

In today's scenario where companies focus more on digital advertising to display their product and services but there is always a question of security and privacy when it comes to digital advertising. Hence research may be conducted on the legal issues of the digital advertising which include cyber security, deceptive ads and tracking of the customer data. Future research can also be done on smaller companies and startups to observe how they adapt digital advertising techniques to meet the challenge of established companies in the market. Hence as the advertising industry is continuously evolving the future scope of this study is not limited but it is broad and dynamic and thus it is important for the companies and researchers to meet the challenges of continuously evolving technologies and changing consumer behaviour.

8. Conclusion:

After conducting the research it was concluded that the research has achieved its objective. The basic objective was to compare traditional and digital advertising and to study the preference of consumers between these two advertising medium. The findings indicated that digital advertising have an edge over traditional advertising. However, consumer preferences vary across demographic groups. Though females respondents above 40 years are more inclined towards traditional advertising, however male respondents and younger generation have more liking towards digital advertising reflecting their greater engagement with modern technology and online platforms.

Besides that television is the most preferred traditional media indicating its continued relevance and wide reach. On the other hand, within the digital domain, social media platforms were identified as the most preferred choice among respondents. Social media not only plays a crucial role in enhancing brand image but also serves as an effective tool for attracting new customers, making it a powerful component of modern marketing strategies. In this digital era where most of the businesses are shifting their operations online and with the changing consumer preference in recent times digital advertising has significant advantages such as targeted reach, cost-effectiveness, and real-time engagement. Despite this, traditional advertising still holds value, particularly in reaching certain audience segments and building credibility.

Therefore, the study concludes that businesses should not depend entirely on one form of advertising. Instead, businesses should adopt a well-balanced and integrated advertising strategy that combines both traditional and digital media to maximize their overall impact. By leveraging the strengths of each medium, companies can achieve more comprehensive and effective marketing outcomes, ensuring better engagement with diverse consumer groups and ultimately driving business success. For instance, traditional media can be used to generate awareness and establish brand credibility, while digital platforms can further engage consumers, drive conversions, and build long-term relationships. This synergy not only enhances the effectiveness of marketing campaigns but also ensures that companies are able to reach a broader and more diverse audience.

Furthermore an integrated strategy helps businesses to stay competitive in a rapidly evolving marketplace where consumer preferences are constantly shifting. It allows for better allocation of resources, improved campaign performance, and a more holistic understanding of consumer behavior. In conclusion, the key to successful advertising lies in striking the right balance between traditional and digital media. By carefully integrating both, businesses can achieve stronger brand visibility, enhancing customer engagement, and sustainable growth in the long run.

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