

A STUDY ON ADVERTISING EFFECTIVENESS TV VS DIGITAL ADS

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ABSTRACT

Brands are increasingly using social media to connect with their intended audience and leave a positive impact. With the advent of digital platforms, marketing professionals have turned their attention to the effectiveness of advertisements in order to determine the most efficient and appropriate medium of communication in which to place their advertisements. Companies are increasingly using Digital Ads and Television advertising to communicate with their customers, as the number of Digital Ads and Television viewers grows. However, only a few academics have investigated the impact of Digital Ads and Television advertising on customers' purchasing intent. In this research, I have conducted primary research through Google forms and analyzed the responses.

Keywords: Youtube, Television Ads, Digital Ads, Instagram, Brand Loyalty.

I. INTRODUCTION

Imagine a television show, a newspaper, or a radio station without commercials! No one can ever imagine something like this. Advertising has a significant impact on the lives of customers. If a product or service is not advertised, no customers will know what products are manufactured and obtainable and will not purchase it, even if it is beneficial to them. Another benefit of advertising is that it assists people in finding the best items for them self, their children, and their families. When they learn about the variety of products available, they can compare them and make purchases so and they get exactly what they want after spending their hard-earned money. Advertising is the most effective means of reaching out to customers. Customers are better informed about the products available in the market and the diversity of goods obtainable to them thanks to advertising. Everyone, including children, young and old, is exposed to advertising. It is accomplished through the use of multiple media types, as well as the most appropriate techniques and methods.

Objective

Examine the impact of marketing strategies (e.g., advertising, social media, promotions) on consumer behavior and brand loyalty in the ADS sector.

Assess the role of cultural and social factors in shaping consumer perceptions and choices related to Television Ads and Digital Ads

Investigate the growing trend towards ADS and how it affects consumer preferences and demand.

Evaluate the influence of environmental and ethical considerations on consumer purchasing behavior by looking ADS

Identify emerging trends in consumer behavior, such as a preference for sustainable and locally sourced ingredients, and how they impact digital ads and tv ads

II. LITERATURE REVIEW

In research led by, it was concluded that customers do not feel compelled to provide feedback when it comes to advertising. People also tend to perceive the message on a social media site like Digital Ads, where the most important cues are presented, and thus do not feel compelled to comment or provide responses. Companies can use these factors in determining where their advertising investments are most cost effective, as well as where their message will be best interpreted and perceived.

FACTORS INFLUENCING CONSUMERS TO LOOK AND CHOOSE TV ADS VS DIGITAL ADS

Preferences

In this era everyone using social media and everyone choosing their preference for smooth and secure convenient for purchase models for the product and social media ads reach at longer range audience that have vast reach

over different models and platforms.

Convenience

The fast-paced nature of modern life makes convenience a key factor in digital ads and tv ads. Consumers often opt for ads because it is quick and easy, requiring little time or effort. The availability of drive-thru services, mobile apps, and tv options has further enhanced convenience and influenced consumer behavior.

Price Sensitivity

TV ADS is often considered as and price sensitivity plays a significant role in consumer behavior. Economic factors, such as rising living costs, make consumers more likely to choose digital ads as a budget-friendly meal solution.

Marketing and Advertising

The influence of marketing and advertising cannot be overstated. Branding, promotions, celebrity endorsements, and social media campaigns significantly affect consumer perceptions and decisions. Effective marketing strategies can create strong emotional connections with consumers and drive brand loyalty.

Cultural and Social Influences

Cultural norms, social habits, and peer influence affect consumer behavior in the digital ads industry. Different regions and cultures have varying preferences for digital ads, which is reflected in the menu offerings. Social factors, such as family preferences.

III. RESEARCH METHODOLOGY

To do a comprehensive comparison of benefits of advertising on Television and Digital ads, primary research was conducted via Google forms. The data was collected from respondents and analyzed through google forms analysis. The details of the respondents have been kept confidential for privacy and security purposes. The 100 respondents comprised of 72% males and 28% females

IV. DATA ANALYSIS

ADVERTISEMENTS WHICH ARE MORE ENGAGING AND CREATIVE

Null Hypothesis (H0): Advertisements on television are not better than advertisements on Digital ads.

Alternative Hypothesis (H1): Advertisements on television are better than advertisements on Digital ads

DIGITAL ADS WILL SOON TAKE OVER TELEVISION SERVICES

Null Hypothesis (H0): Digital ads will not take over Television services Alternative Hypothesis (H1): Digital ads will soon take over Television services

As we can analyze from the table above, we accept the alternative hypothesis that states Digital ads will soon take over Television services. One viral video at a time, Digital ads is transforming the entertainment industry. The video platform will eventually replace the television that most of us have always known, from award shows to million-dollar earnings for creators and opportunities for substantial ad revenue.

INFLUENCE TO BUY A PRODUCT

Null Hypothesis (H0): Advertisements on television do not influence customers to buy a product.

Alternative Hypothesis (H1): Advertisements on television do influence customers to buy a product.

From the table above, we can say that we accept the alternative hypothesis as the P value is less than 0.05; this means that traditional advertisements on television do influence customers to buy a product or a service.

NEGATIVE IMPACT OF ADVERTISEMENTS

Null Hypothesis (H0): Advertisements on Digital ads are not frequent and irritating. Alternative Hypothesis (H1): Advertisements on Digital ads are very frequent and irritating.

Whether you're a frequent or casual Digital ads user, you probably have one major gripe: the ads. While Digital ads can be a useful tool for finding video content, the onslaught of advertisements, particularly those that appear in the middle of what you're watching, can be intrusive and annoying. The same is proven by our ANOVA single factor analysis here. We accept our alternative hypothesis as our P value is less than 0.05 which states "Advertisements on Digital ads are very frequent and irritating."

GREATER RETURN ON INVESTMENTS (ROI) TO BUSINESSES

Null Hypothesis (H0): Advertisements on Digital ads do not give a greater ROI to businesses. Alternative Hypothesis (H1): Advertisements on Digital ads give a greater ROI to businesses.

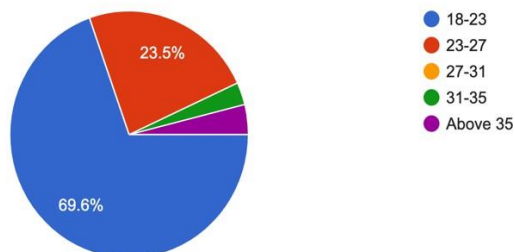
As we can analyze from the table above, the P value is more than 0.05 which leads us to accepting our null hypothesis as correct which states "Advertisements on Digital ads do not give a greater ROI to businesses." This is because many people consider Digital ads advertisements to be annoying. The majority of well-run TV ad campaigns have a comparatively more return on investment (ROI) of 300% to 500%. The business will be able to achieve these high metrics with the help of a media partner who can assist a business in creating ads that get in front of their target audience.

V. OBJECTIVE AND DATA ANALYSIS AND INTERPRETATION

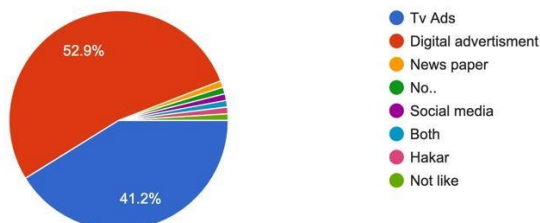
Objective	Survey Question
GENERAL INFORMATION	AGE
DIGITAL ADS INTREST	INTREST
TELEVISION ADS INTREST	INTREST
BETTER OPTION FOR ADS	COMPARISON IN ADS

There are approx.**69.6%** Customers in the age group of **18-24** and **20.3%** respondent in the age group of **Under 35** years. The respondent base analyzed here has **70.6% Male Respondents** and **29.4% Female Respondent** the respondent base analyzed here has **52.9% for digital ads** respondents and **41.2% TV ADS** respondent.

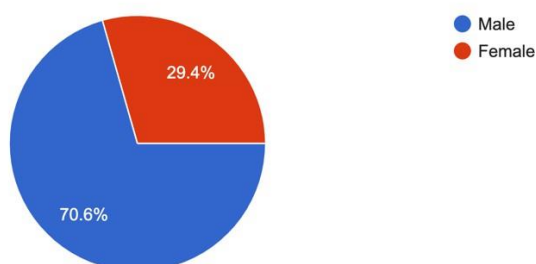
Age
102 responses



How do you like to watch Advertisement ADS?
102 responses

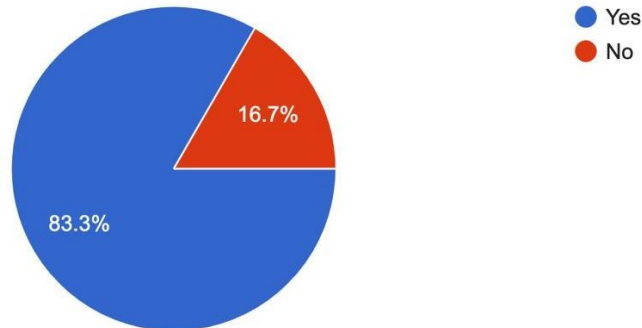


Gender
102 responses



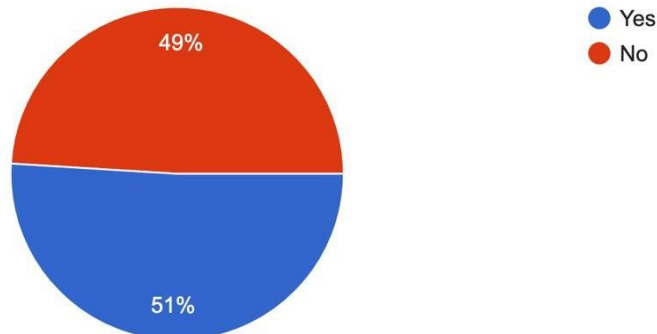
Digital Ads influence Customer To Purchase Product After Looking Ads?

102 responses



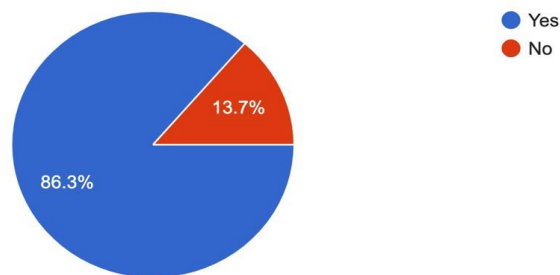
Do Digital Ads has negative impact on business?

102 responses



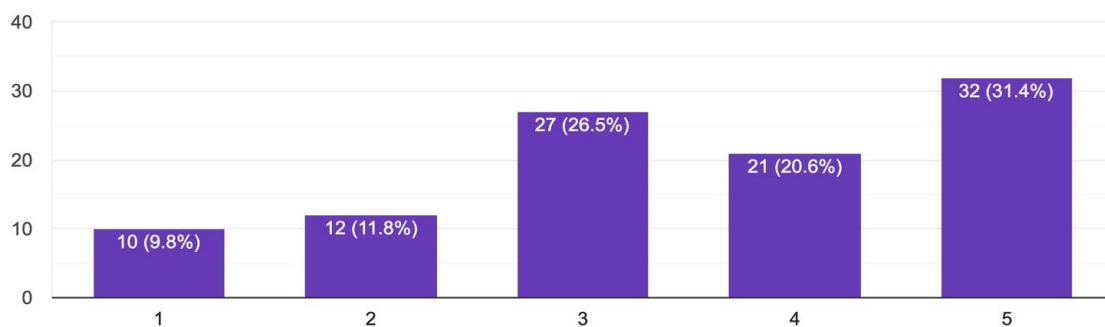
Do those Ads on Facebook, Youtube, Google really help the company to sell more or gain wider publicity for his brand name as compared to TV channel?

102 responses



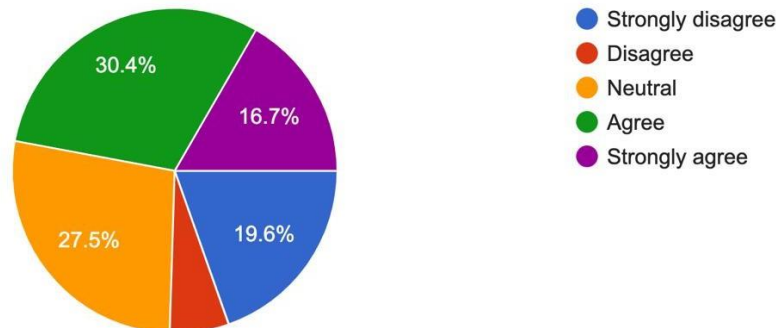
How effective is online advertising compared to TV advertising?

102 responses



Is Digital advertising more effective than television advertising?

102 responses



VI. FINDINGS

- Digital ads should consider limiting advertisements from playing in between the videos more than a couple times.
- Advertisements on Television give a greater ROI to businesses.
- 53% respondents believe that Digital ads advertisements are very frequent
- Advertisements on television are better than advertisements on Digital ads.
- Only 41 % respondents would consider buying Digital ads premium.

1. Industry-Specific Trends Behavior in Digital ads Industry:

The digital advertising industry has undergone significant transformations over the years due to various factors such as technological advancements, changes in consumer behavior, and shifting regulatory landscapes.

2. Survey-Based Findings on Consumer Behavior in the Digital ads and TV ADS

As in this context most of the person who choose for digital ads (52.9%) and rest of person choose for TV ADS (41.2%) in this context we find the interest of human towards ADS . because ads impact on many decisions of the person and brands and major brand.

VII. CONCLUSION

In this research, various aspects regarding Digital ads and Television advertisements were analyzed and it can be conclusively said that it's a quandary that many brand face, especially in this multi-device era. When someone is watching TV, chances are they have some other screen in front of them. Do they pay heed to the advertisements or use the commercial breaks to go to the bathroom or check their emails?

87% of consumers use multiple devices at the same time. Traditional TV ads, regrettably, are still trapped in the one-device epoch and may not be the ideal use of marketing dollars for a variety of reasons. Similarly, as was found by our research, most of the customers get irritated by frequent Digital ads advertisements and tend to skip them as soon as they can.

In our study, we compared advertisements shown on TV to those shown on Digital ads. According to our findings, TV advertising has a greater immediate impact on the recipient than Digital ads advertising: it yields more interest and positive emotions. In the long-term, this effect does not manifest on a conscious level, but it is still present on an unconscious level. As a result, we conclude that TV advertising remains the better option for advertisers, at least as long as Digital adz's scope does not surpasses that of traditional television

VIII. FUTURE SCOPE

Health and Sustainability Focus: The future will see a stronger emphasis on healthier, plant- based options and sustainable practices, with digital ads chains offering more nutritious meals, eco-friendly packaging, and responsible sourcing.

Technological Integration: Advancements in technology, such as AI-driven personalization, contactless payment, and enhanced delivery systems, will further shape consumer experiences, making digital ads more convenient and tailored to individual needs.

Customization and Convenience: Consumers will continue to demand more personalized dining options, with increased focus on customization of meals to fit dietary preferences, while delivery services and mobile apps will grow in importance for convenience.

Global Expansion and Innovation: Digital ads brands will expand globally, adapting menus to local cultures and tastes, while continuing to innovate with new food trends, such as plant-based products and alternative proteins, to stay competitive.

IX. REFERENCES

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