

# A Comparative Study on Digital Vs Traditional Advertisements of Mobile Phones

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**Abstract-** This study investigates the comparative effectiveness of traditional and digital advertising in today's marketing landscape. A structured survey of 250 participants from varied demographic backgrounds was conducted to analyze advertising consumption patterns, trust perceptions, engagement levels, and perceived return on investment for both media types. These findings suggest that integrating digital advertising's strengths in precision and engagement with traditional media's established trust could yield optimal outcomes. Overall, the research enhances understanding of advertising effectiveness in an increasingly fragmented media environment.

**Keywords-** Digital Media, Traditional Advertising, Consumer Trust, Integrated Marketing

## I. INTRODUCTION

Over the past five decades, advertising has undergone a major transformation, shifting from traditional outlets such as television, radio, and print media to innovative digital platforms. This change represents not just a transition of mediums but a fundamental redefinition of how businesses connect with their audiences. With marketing budgets facing increasing scrutiny, particularly during economic downturns, evaluating the relative effectiveness of traditional and digital advertising has become vital for making strategic resource allocation decisions.

Advertising plays a crucial role in shaping consumer perceptions and driving sales, especially in the highly competitive mobile phone industry. Over the years, companies have relied on traditional advertising methods such as television, radio, newspapers, and billboards to reach a wide audience. These methods helped establish brand awareness but often lacked personalization and precise targeting. With the rise of the internet and technological advancements, digital advertising has emerged as a more dynamic and interactive approach. Through social media platforms, search engines, influencer marketing, and targeted online campaigns, mobile phone companies can directly engage with their potential customers, track user behavior, and optimize strategies in real

time. Comparing digital and traditional advertising provides insights into their effectiveness, reach, cost, and impact on consumer behavior, highlighting how mobile phone companies adapt their strategies to an ever-evolving market.

Traditional advertising has historically been recognized for its ability to establish brand credibility and trust through one-way communication channels, including television, newspapers, magazines, and billboards. In contrast, digital advertising leverages internet-based platforms—such as social media, search engines, and email marketing—to deliver highly targeted messages and measure campaign outcomes with greater accuracy. While this aligns with modern data-driven strategies, research suggests that traditional advertising continues to hold an important place in comprehensive marketing. This study aims to critically evaluate both advertising approaches across dimensions such as reach, engagement, conversion rates, and return on investment. The objective is to identify how their respective strengths and weaknesses can be integrated into a more effective, holistic marketing strategy suited for today's fragmented media environment.

## OBJECTIVES

1. To study the demographic profile of the respondents.
2. To analyse the consumer preferences and perceptions regarding both advertising forms.

## STATEMENT OF PROBLEM

In the highly competitive mobile phone industry, advertising plays a crucial role in influencing consumer purchasing decisions. Traditionally, companies have relied on print media, television, radio, and outdoor advertisements to promote their products. However, the rapid growth of digital platforms such as social media, search engines, and online marketplaces has transformed how advertisements are created, delivered, and consumed. While digital advertising offers advantages like targeted reach, cost-effectiveness, and real-time feedback, traditional advertising is still valued for its wide coverage and trust-building impact, especially among certain consumer groups. Despite heavy investments in both

approaches, many mobile phone companies struggle to identify which medium yields better engagement, brand recall, and actual sales conversions. This creates a challenge are digital advertisements more effective than traditional advertisements in influencing consumer awareness, perception, and purchasing behavior of mobile phones, or should companies continue to rely on a balanced mix of both.

## II. REVIEW OF LITERATURE

Bharti & Kumar (2020) conducted a comparative study using secondary data and case studies to evaluate the effectiveness of traditional and digital marketing. Their findings indicate that digital marketing provides better targeting, real-time analytics, and cost efficiency, making it more measurable and overall efficient. However, traditional marketing continues to be relevant, particularly for reaching mass audiences, older demographics, and rural populations, highlighting that both approaches have their distinct advantages depending on the target segment.

Arunprakash et al. (2021) conducted a survey-based study to assess whether digital marketing is more effective than traditional marketing by examining consumer perceptions and industry practices. The study found that digital marketing generally outperforms traditional methods in terms of reach, flexibility, and efficiency, though it carries certain risks. The authors suggest that a hybrid approach, combining both digital and traditional strategies, is optimal— particularly for new businesses and risk-averse companies.

Sinha (2018) analyzed the differences between traditional and digital marketing strategies through descriptive and comparative analysis of business tactics and consumer engagement. The study found that traditional marketing is strong in broad brand recognition and credibility, whereas digital marketing enables targeted, interactive, and data-driven campaigns. While both approaches aim to enhance brand awareness and sales, digital marketing offers greater interaction and measurable results, making the integration of both strategies beneficial for a comprehensive marketing approach.

Nazimsha & Rajeswari (2017) conducted a survey-based study in Tamil Nadu, India, to compare digital and traditional marketing and examine consumer preferences for advertising mediums. The study revealed that digital marketing is more adaptable and offers a broader reach, while traditional marketing continues to be trusted and effective among specific demographics. The authors conclude that digital marketing is essential for modern business growth, but traditional media remains important for credibility and local

targeting, with integrated strategies recommended for maximum impact.

Mishra, Aithal, & Wadkar (2024) used a mixed-method approach combining qualitative analysis and theoretical framework development to analyze the role of traditional and modern advertising strategies in shaping evolving consumer behavior. The study found that modern digital advertising aligns more effectively with changing consumer behavior, especially in mobile-first environments, offering advantages in engagement and personalization. However, traditional strategies remain important within comprehensive marketing approaches, and successful brands adopt integrated methods that leverage both traditional and digital advertising to address diverse consumer touchpoints. Agarwal (2022) conducted a qualitative analysis using Indian case studies and secondary data to compare traditional advertising with digital marketing strategies for FMCG products. The study found that digital marketing offers advantages in cost efficiency, interactivity, and measurability, and highlights how FMCG companies integrate online platforms with traditional methods to maximize reach and effectiveness.

Gandotra (2021) performed secondary research with factor analysis to compare digital and traditional marketing approaches, revealing that digital marketing generates 50% more customer engagement, while traditional marketing remains effective for local audience targeting with stable channels. The study emphasizes that increasing consumer sophistication is driving innovation across both marketing approaches.

## III. RESEARCH METHODOLOGY

**Research Approach : Descriptive Research**

**Sampling Selection: Simple Random Sampling**

**Data Collection Instruments:**

Primary Data: Structured questionnaires with Likert-scale items were used to capture respondents' attitudes and perceptions toward traditional and digital advertising.

Secondary Data: Published sources such as journals, research articles, industry reports, books, and official websites were consulted to support the analysis.

Data Analysis Techniques: Percentage Analysis

IV. ANALYSIS AND INTERPRETATIONS

TABLE 1 : PROFILE OF THE RESPONDENTS

Demographic Variables		No. of Respondents	Percentage
AgeGroup	18–24	75	30.0%
	25–34	54	21.6%
	35–44	53	21.2%
	45–54	40	16.0%
	55andabove	28	11.2%
Gender	Male	152	60.8%
	Female	98	39.2
EducationLevel	Undergraduate degree	90	36.0%
	Diploma Certificate	72	28.8%
	Postgraduate Degree	44	17.6%
	High School or below	44	17.6%
MonthlyIncome	Below ₹25,000	71	28.4%
	₹25,000– ₹50,000	74	29.6%
	₹50,001– ₹1,00,000	71	28.4%
	Above ₹1,00,000	34	13.6%
MostEncounteredAds	SocialMedia Ads	93	37.2%
	TelevisionAds	79	31.6%
	PrintAds	39	15.6%
	OnlineSearch/ DisplayAds	39	15.6%
LearningAboutProducts	SocialMedia	89	35.6%
	Television/ Radio	56	22.4%
	SearchEngines/ Websites	41	16.4%
	Newspapers/ Magazines	39	15.6%
	Outdoor/ Billboards	25	10.0%
MostTrustedMedium	Television	102	40.8%
	OnlineSearch/ DisplayAds	51	20.4%
	Print	49	19.6%
	SocialMedia	48	19.2%

The data shows that the majority of respondents are 18–24 years (30%), followed by 25–34 years (21.6%) and 35–44 years (21.2%). Fewer participants are from the 45–54 years (16%) and 55+ years (11.2%) groups. The majority of respondents are male (60.8%), while females account for 38.4%. A very small share (0.8%) identified as other. Most

respondents hold an undergraduate degree (36%), followed by those with a diploma/certificate (28.8%). A smaller share have a postgraduate degree or higher (17.6%) or high school education or below (17.6%). Most respondents fall in the ₹25,000–₹50,000 range (29.6%), closely followed by ₹50,001–₹1,00,000 (28.4%) and below ₹25,000 (28.4%). A smaller group earns above ₹1,00,000 (13.6%). The majority of respondents encounter social media ads most often (37.2%), followed by television ads (31.6%). Print ads (15.6%) and online search/display ads (15.6%) are less common. Most respondents trust television ads the most (40.8%), followed by online search/display ads (20.4%) and print media (19.6%). Social media (15.2%) is less trusted, while 4% trust none.

CONSUMER PREFERENCES AND PERCEPTIONS REGARDING ADVERTISING

The study shows a shift toward digital advertising, with 50.8% preferring digital and 28.4% traditional. Social media (37.2%) is the top channel, but trust remains higher in traditional media, especially TV (40.8%).

Digital ads outperform in engagement (66.4%), targeting (70.8%), and cost-effectiveness (75.2%). Traditional still holds value in broad reach (58%), making both formats useful.

Consumer behavior shows moderate conversions, with 39.6% buying occasionally after ads. Digital ads are seen as relevant (55.6%), while social media use weakly influences product comparison ( $R = 0.167, p = 0.041$ ).

Education impacts preferences, with graduates favoring digital more than less educated groups. Income shows little effect, but digital engagement reduces trust in traditional ads (coefficient =  $-0.799, p < 0.001$ ).

Overall, both formats are complementary: traditional provides trust and mass reach, while digital excels in precision, interactivity, and ROI, suggesting integrated strategies are most effective.

V. SUGGESTION

As digital infrastructure continues to improve and internet connectivity expands to more remote regions, digital advertising in districts is likely to grow even further. The future of district-level digital advertising will likely see increased use of artificial intelligence (AI) for personalized ads, augmented reality (AR) for immersive experiences, and machine learning (ML) to optimize ad targeting. Additionally, as India’s rural population becomes more digitally connected,

businesses will continue to tailor their digital campaigns to local needs, cultures, and preferences. The ongoing digitization of the Indian economy, combined with the government's support for digital literacy and accessibility, suggests that digital advertising will only expand in its reach and influence at the district level in the coming years. As we move into the 2020s, digital advertising continues to evolve rapidly. Emerging technologies like augmented reality (AR), virtual reality (VR), and voice search are expected to revolutionize how brands engage with consumers. The use of programmatic buying, coupled with AI, is expected to become even more advanced, enabling hyper-targeting and more granular audience segmentation. Furthermore, Various platforms like youtube, Instagram are shaping the future of short-form video advertising, with brands increasingly leveraging viral trends and challenges to engage users in creative ways.

## VI. CONCLUSION

The comparative analysis of traditional and digital marketing strategies in the context of e-commerce reveals significant insights into consumer behavior, preferences, and the effectiveness of various marketing channels. In today's digital era, it is clear that digital marketing holds a dominant position in influencing consumer decisions, driving engagement, and offering cost-effective solutions for businesses. A substantial majority of respondents favor digital platforms for receiving promotional content, engaging with brands, and making purchases. The high trust placed in digital marketing, coupled with its ease of use and convenience for product comparison, demonstrates its power in shaping modern consumer behaviors. However, traditional marketing still plays a crucial role, particularly in brand visibility and trust-building, with a significant portion of respondents acknowledging the effectiveness of traditional channels in these areas. The continued relevance of traditional media, such as TV, radio, and print, indicates that businesses should not completely abandon these methods, but rather integrate them with digital strategies for a more comprehensive approach. Overall, the study concludes that marketers can achieve optimal outcomes by implementing integrated strategies—leveraging the precision, interactivity, and cost efficiency of digital advertising while retaining the credibility and mass reach of traditional media. Such balanced approaches will ensure adaptability in dynamic consumer landscapes.

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