
Effectiveness Of Advertisement: Traditional Vs. New Media

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ABSTRACT : *In the era of digitalization everything is just a click away. The revolutionary concept of globalization has made every information easily accessible. It is a platform that provides a vast knowledge of every product in few seconds. The trend of digital marketing and social media marketing has replaced the traditional marketing methods as well as advertisements methods. The traditional methods of advertising, which are most credible and authentic are turning old fashion in front of social media advertising. Since, social media advertising are more convenient, easy to access and affordable, the shift has endangered the survival of traditional methods. The methodology used is to study the impact of social media advertising on traditional methods of advertising and how people are moving towards modern advertising tools. This is a descriptive analysis to understand the connectivity between the media and the users. The results demonstrate that sharing of advertisements on Social Media increases its exposure as well as its attractiveness but it is still not as trustworthy as the traditional media platforms. To accomplish this research the researcher will use survey method in which the sample of 100 participants from media department of Chandigarh University will be taken into consideration.*

KEYWORDS: *Advertisements, Social Media, Digital Media, Traditional Media, Newspaper advertisements*

1. INTRODUCTION:

ADVERTISEMENT: Advertisements are basically paid form of non-personal promotion and furnishing of ideas to sell goods and services through the different media by an identified sponsor. The concept of advertisement was started in Egypt. The information was carved on a very thick paper called 'papyrus'. Then from 11th to 7th BC in china people use calligraphy sign boards and it was considered as advertisements. In the same era Europe use drawing for the identification of shops and spreading information.

In 1836 in France, a French newspaper named "La Prasee" was published 1st paid advertisement and from the onwards the people of US accepted the trend of paid advertisement in newspaper. After that in 19th century in the era of modern advertising according to practical perspective "Thomas J. Barrat" was known as father of modern advertising because the 1st advertisement was launched by him in early 1900s with pears soap the campaign was run on radio with a slogan " "Good Morning", have you used pears soap". As well as on the other hand according to the theoretical perspective "David Ogilvy" as he was the researcher and also worked on concept of direct advertising. 1948 "Ogilvy and Marther" confirmed as an ad agency for direct advertising.

In India 1st advertisement came in 1927 as an announcement but when Vividh Bharti (AIR) came to an existence 1st commercial advertisement was introduced. In 1950 advertisement shown in the cinema houses on a black screen as an announcement. After that in 1982,

INSAT- A2 satellite introduced colour TV in India and from that moment modern advertisement started and in 1994 sponsorship for advertisement become a trend.

Media: Media are refer as a communication tools which is to use to collect and share information or data. The word media combination of all the components which include different mediums of communication such as print media, digital media, social media, photography, cinema and so on. The word “mass media” was introduced by H.L. Mencken in early 1920s in US.

The media is categorised into two parts traditional media and new media. Traditional media includes print media on other hand new media includes digital media and social media. But in terms of advertisement tradition media includes print and digital. And new media include social media.

Traditional Media Advertising- Traditional media advertising refers to the advertisements which comes in the traditional forms of media like newspapers, billboards, magazines, radio, television basically every media come after television comes into new media. Television advertisements are the most expensive and have very vast reach to the targeted audience but depending on the reach of television channel in terms of traditional media. After that the reach of radio is also very broad to cover its targeted audience at average price. Without any doubt radio has more reach than television than newspaper because half of the illiterate people in India can watch television but cannot read newspaper. On other hand the advertisements given in newspaper, magazines, and billboards are to attract the large audience at once and also have credibility and authenticity. If we talk about the budget of the traditional media advertising than it cost more than any other medium comes into trend now a days. As well as the effectiveness of traditional media advertising is low in comparison in modern media advertisement.[1]

Social Media Advertising- Social media advertising bringing up to the advertisements which occupy the platforms such as social networking sites, websites advertisement, blogs, vlogs, podcasts. It is very cost effective medium of advertising. The concept of social media advertising was came into existence in early 1990s. It is such a platform to showcase infotainments ideas to attract and persuade the targeted audience at large scale at one point of time. It includes videos, music, to grab the attention of viewers. Such platform of social networking sites like Facebook, instagram, snapchat, twitter, whatsapp, LinkedIn, word press and many more.[2]

Now a day’s social media advertising is not just a want, but it has become a necessity for the awareness of good and services provided by a company or an organization. As well as in boosting up the sales through the different type of promotional activities which includes Search engine optimization SEOs, word of mouth (WOM) which is categorized into several parts like buzz marketing and viral marketing, pay per click which is renown as cost per click, social media marketing as well as advertising. Consumer behaviour is also one of the need of social media advertising on the other hand brand awareness is also important. It is a measure responsibility of the social media marketing to bring the traffic on their respected sites.

2. DIFFERENCE BETWEEN TRADITIONAL MEDIA ADVERTISING AND SOCIAL MEDIA ADVERTISING-

It is a critical decision of choosing particular form of media for marketing and advertising. There are many factors from which the decision is highly affected:

Budget- it is the most basic requirement of a company to decide the budget according to which they choose media of advertising and if they have huge amount of budget to spend on

advertisements, they may choose both the media traditional as well as social media but if they have limited budget they may choose digital marketing through social media advertisements and display ads which includes E-mail marketing, social media marketing, content marketing, search engine marketing and search engine optimization.

Targeted marketing- if a company wants to advertise according to their targeted audience then they first have to research the several things to choose the particular media for advertising. First of all , ‘The Age Group’ the youth or the people under the age of 40 years are effectively targeted through social media marketing and above then 40 years mostly believe in traditional forms of media. After that it comes to ‘Interest’, the method of regulating the campaigns according to the interest of targeted audience is time-honoured. And if the mixture of both the media is used to approach the audience by attacking their income levels is a better path to reach the desired demographic consumers. ‘The Geographical location’ is one of the measure factors as the media is choose to persuade the audience by different methods in this case the mixed media advertising would be the better option. ‘Interactivity’ with the targeted market is also one of the important aspects.

As technology is becoming very fast and vast according to time, marketing is becoming 360 media platform activities. By the combination of social media and tradition media will increase the techniques of advertising. Consumers in present scenario are confused between the fictional and non-fictional world. That’s why the presence of 360 media will the suitable option to maintain the goodwill as well as position in market.

3. OBJECTIVES OF RESEARCH

- To know the impact of social media advertising on traditional media advertising.
- To learn the impact of new technologies in terms of acceptance of advertisement.
- To figure out which media is more influencing for advertisement.
- To analyse which media is more credible and authentic for advertising.

4. HYPOTHESIS OF RESEARCH

- Most of the people think that social media marketing is not a credible media for advertising.
- Traditional media advertising is less cost effective than digital and social media advertising.
- Social media advertising has fast and vast reach.
- Which media is important for advertising traditional, social or media mix?

5. REVIEW OF LITERATURE:

- In study on the topic ‘Is social media advertising more effective than traditional advertising’ stated that both media is important traditional media as well as social media. It is totally depend on the organization what they want to choose. Because both media has merits as well as demerits. According to his research traditional media is more effectual because most of the people are used to traditional marketing.[3]
- In the study on the topic ‘Analyzing the Impact of Social Media on Users’ Examines that internet based life widely affects current generation. These online networking destinations turned into the better approach for correspondence worldwide and has made world a worldwide town. These web based life locales creates the new patterns

for learning and showing techniques in field of instruction or showcasing for the diverse items for customers. The internet based life is additionally useful in doing the social great through sorting out network activism, for enabling nationals, and for organizing in crisis circumstances. It is additionally reasoned that the clients ought to be watchful while transferring data on the internet based life as it can cause protection and security issues. The data on the internet based life can likewise be inconsistent which may prompt wrong choices. [4]

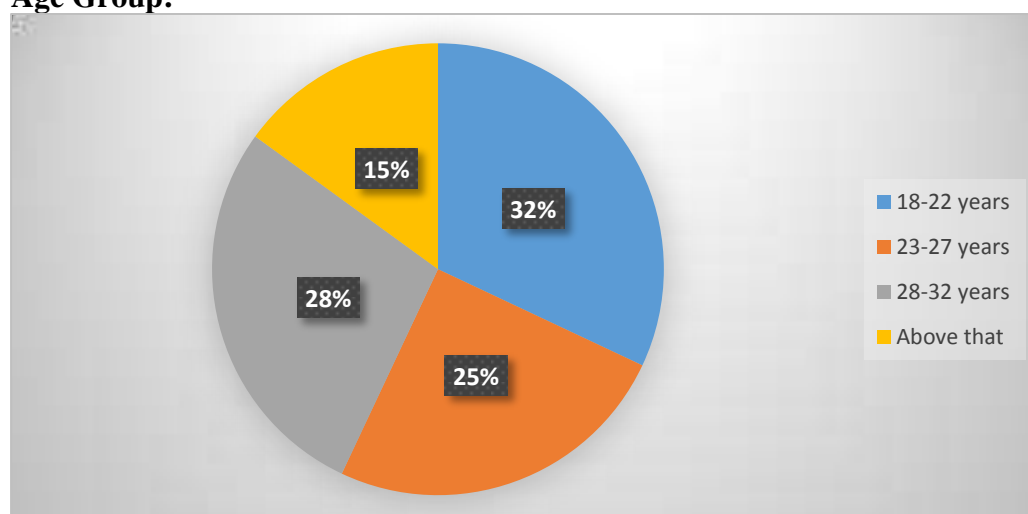
- In the article ‘Is social media replacing traditional advertising?’ stated that how people are shifting towards social media advertising just because entire world is online now. He also mentioned that ‘digital marketing has eclipsed traditional methods’. He also explained how in terms of business advertising is all about social platforms.[5]
- In the study of “ a comparative analysis of sales effects of TV ads and social media marketing- for fast food restaurant chains in the greater Dublin area.” stated that in Dublin more than half of the population spend their money on fast food specially KFC and McDonalds because of their advertisements on television. People over their use TV ads more than social platforms as they their audience are more attractive towards television ads.[6]
- In the study on the topic “Traditional and social media marketing comparison.” Stated that brand image is the most important thing which a organization or company has. And through the comparison of different brands he analyse that media of advertisement is decided according to the brand image and need of company as well as targeted audience.[7]

6. RESEARCH METHODOLOGY:

To conduct this research the researcher has used the survey method of data collection in addition to personal observance. The sample size of 100 random participants are considered and structured questionnaire will be used to record the responses. The research area will be the university institute of media studies (Journalism and Mass Communication Department) of Chandigarh University.

Data Analysis And Findings:

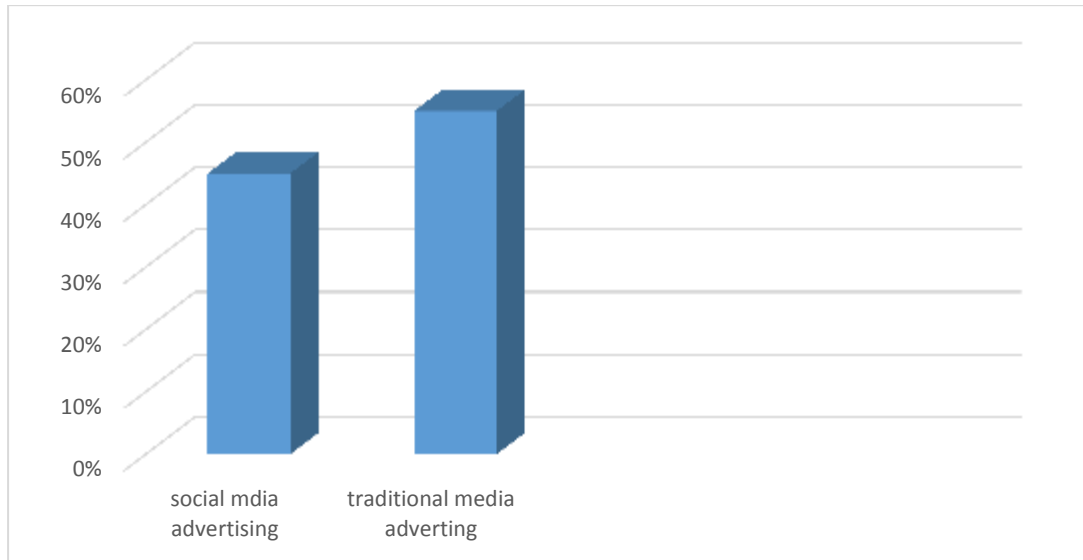
1. Age Group:



The category of age group is divided into four parts first one is 18 years to 22 years, second one is 23 years to 27 years, third one is 28 years to 32 years and last one is

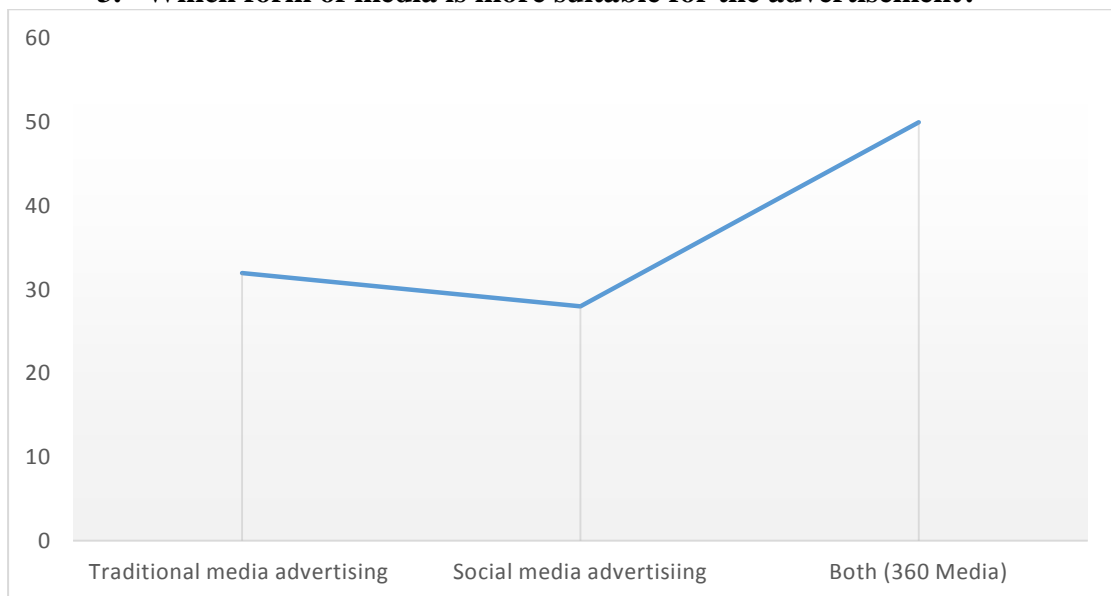
above that. The respondents have respond in such a way that 31 people from 100 participants are from first age group, 25 respondents are of second age group, 29 participants belongs to third age group and remaining 15 are above that.

2. Which media do you prefer for advertisements?



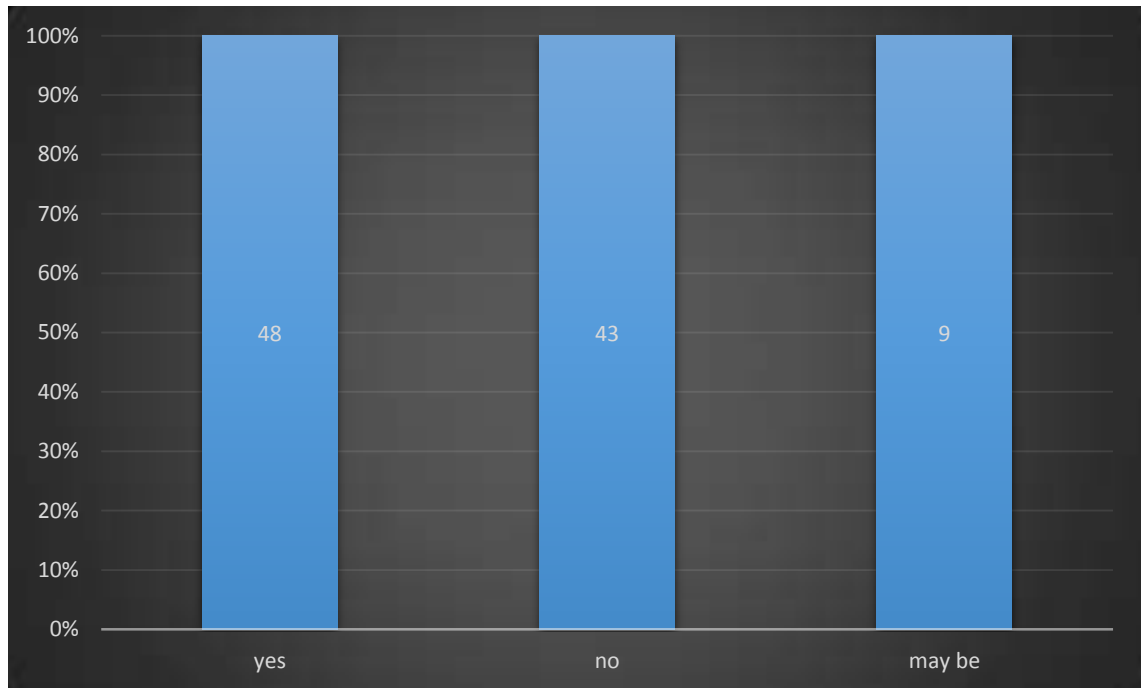
The number of 45 respondents has choose social media advertising on the other hand 55 participants has choose traditional media advertising. The ratio of traditional media advertising is more than social media advertising.

3. Which form of media is more suitable for the advertisement?



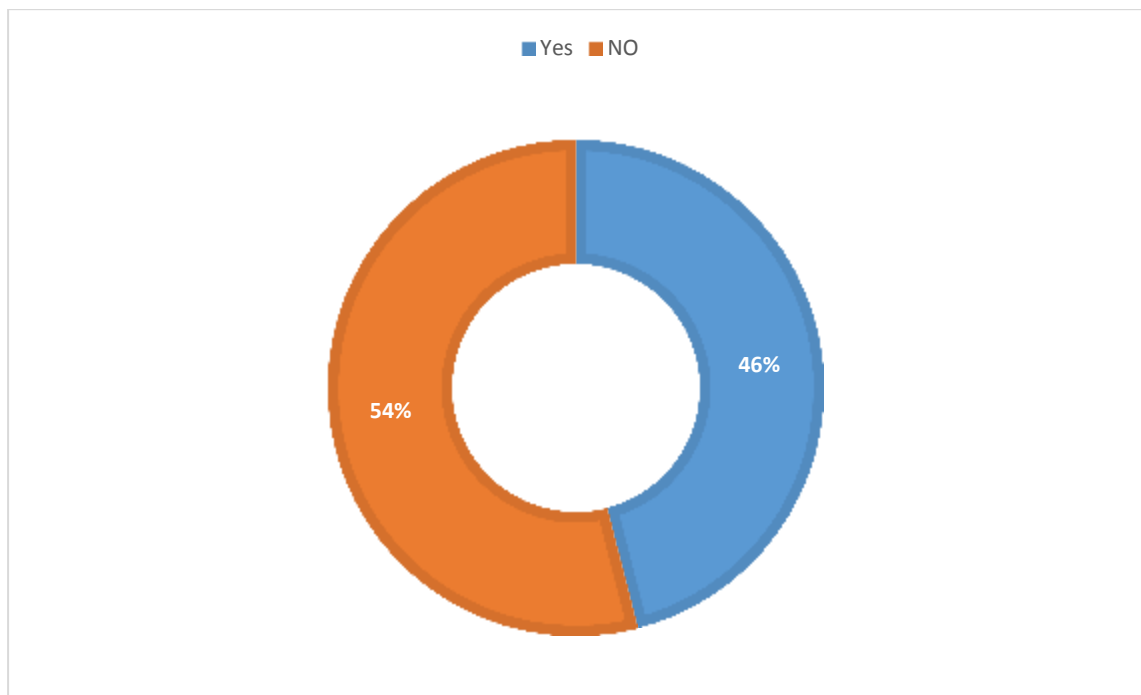
According to 32 % people traditional media is suitable , and other 28% has choose social media marketing but 50% of the total 100 participants has vote for 360 media means all platforms.

4. Do you believe that the credibility of traditional media advertising is more than social media advertising?



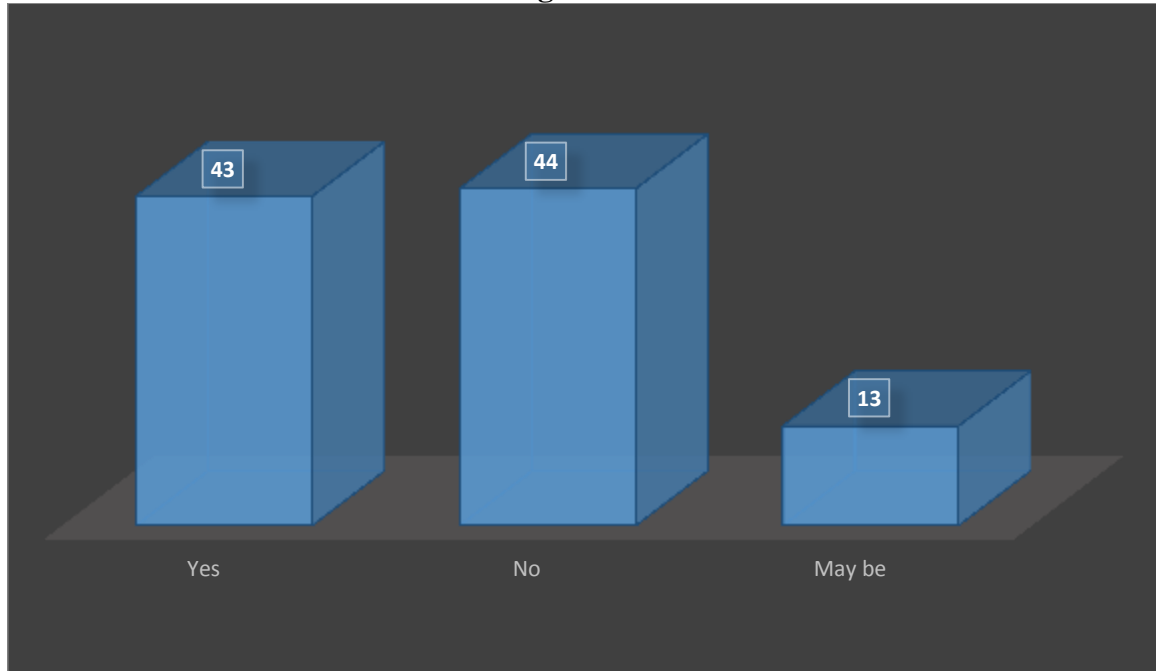
In the participation of 100 people 48 said YES, 43 said NO and remaining 9 said May Be.

5. Do think the advancement of technology is replacing the traditional methods of advertisement?



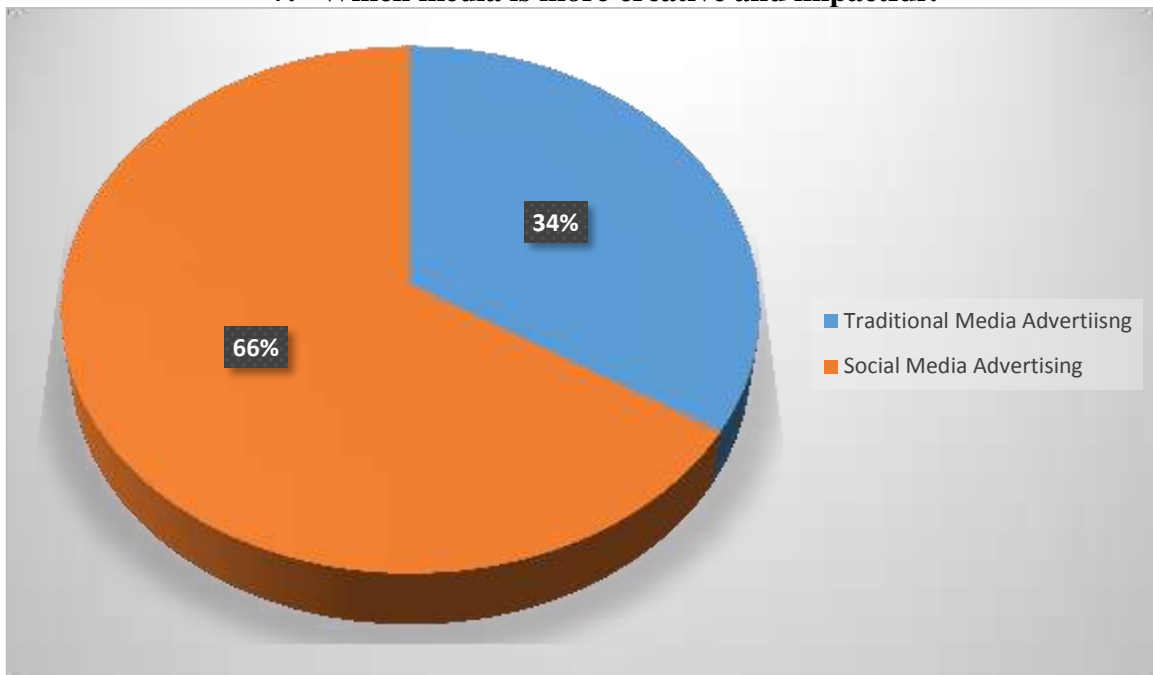
The 54 number of participants responded YES, and remaining 46 said NO.

6. Do you feel that the social media emerged as a trend in advertising due to digitalisation?



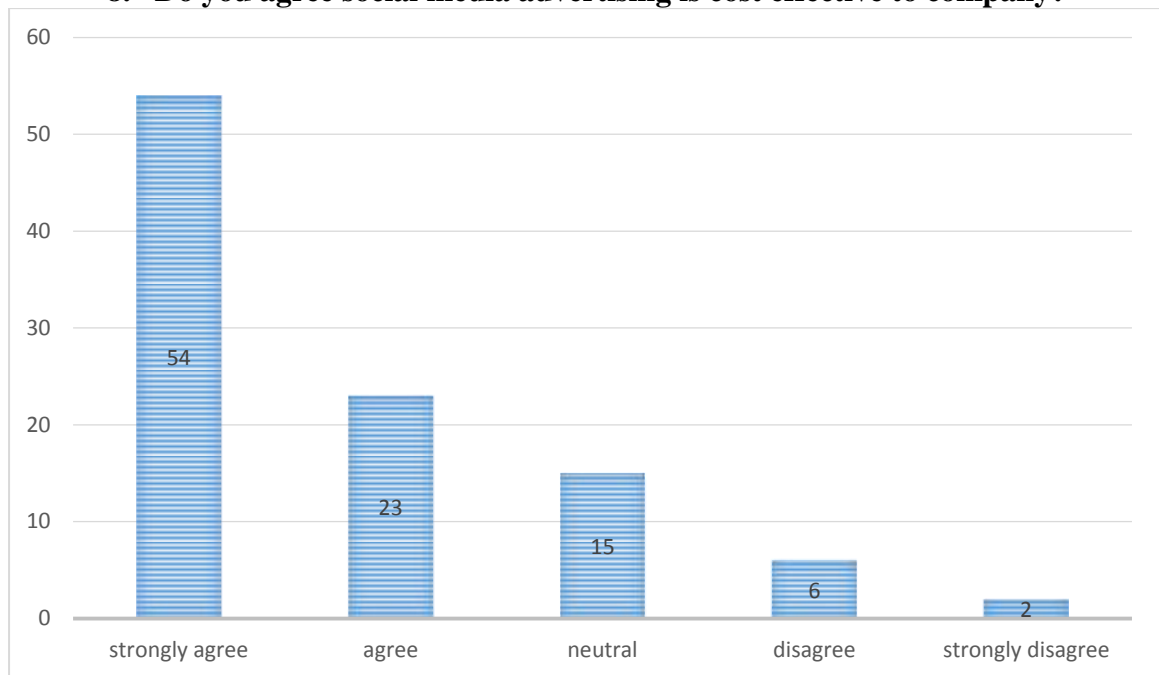
The number of 43 respondents agrees with the statement, and on the other hand 44 says disagree and the remaining 13 are not sure.

7. Which media is more creative and impactful?



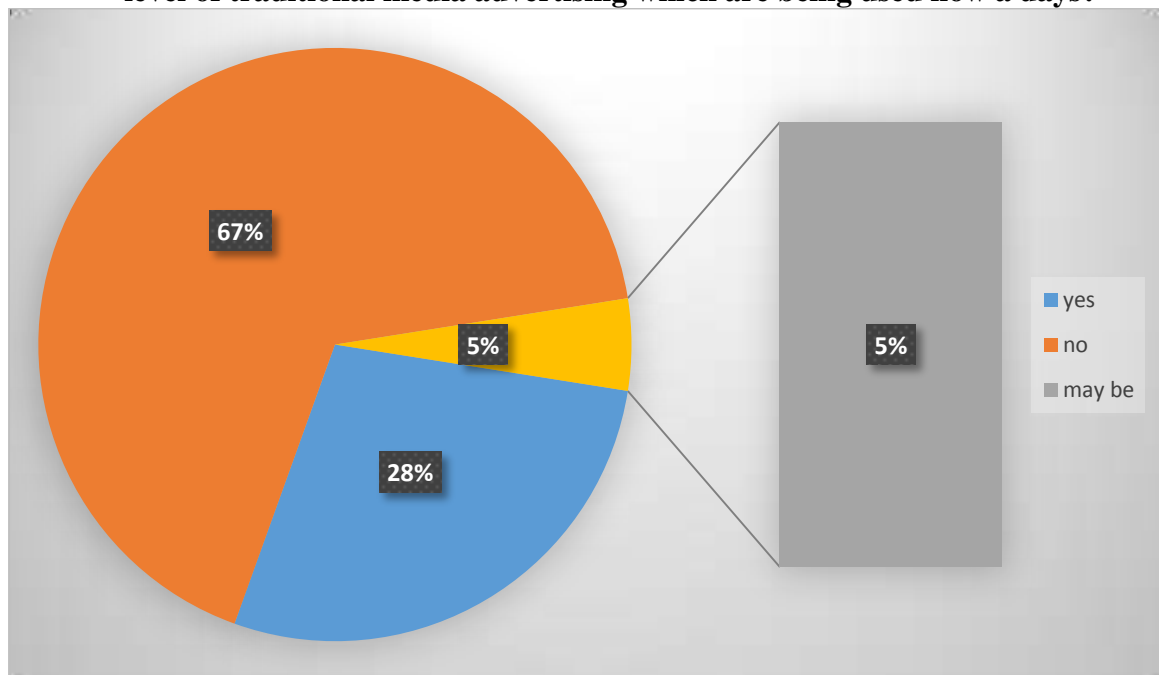
A large number of respondents believes that social media advertisements are more creative and impactful than traditional media advertising as 66 people voted for social media advertising and 34 for traditional media advertising.

8. Do you agree social media advertising is cost effective to company?



The number of 54 respondents out of 100 strongly agreed with the statement while 23 respondents agreed, 15 are neutral and remaining are disagreed with the statement from which 2 are strongly disagreed.

9. Do you think that the credibility of social media advertising will match up to the level of traditional media advertising which are being used now a days?



Only 28 participants said yes while 67 participants said no and rest of 5 participants said may be.

10. What is your opinion regarding the future scope of traditional methods of advertising?

Traditional methods are something which cannot get extinct these are the base of advertising which occupy at least some portion in marketing and advertising. Traditional media will continue decline but will never get vanished because people still use it for authentic and

credible content. But at the same time it will not get ahead of social media advertisements. As India will be the youngest country in 2020 and the young generations is on social media platforms at very large number. So that advertisements on the social media platforms will more impactful rather than traditional media platforms. As some people also believe that the world is getting digitalized day by day people from all over the globe whether they are from rural or urban are connected with internet they do not need someone to advertise their goods and service on social media platform like Facebook, Instagram and other people are running their own pages like business page, personal blogs, health and fitness, entertainment and sell their products at good level. On social media platforms you can attract your targeted audience easily but the prime time and time slots is the basic necessity of advertisements. So the both the traditional and social media should be used in a balanced manner.

7. CONCLUSION:

It is concluded by the research that, people prefer social media advertising now a days but as the same time the authenticity and credibility of the traditional media advertising cannot be beaten by any other kind of media. People have different choices and preferences according their experience and knowledge about advertisements. And also people choose advertisements according to the budget of their organization or how much they want to spend on the advertisements. Trend of social media cannot vanish traditional methods of advertisements either now or in future. But using both mix media is a better option to attract the audience of different age and type.

8. REFERENCES:

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