

Role of Traditional and Modern Advertising Strategies in the Evolving Consumer Behaviour

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ABSTRACT

Purpose: *In the dynamic landscape of marketing, both traditional and digital strategies have evolved significantly in recent years to better engage consumers and influence their buying behaviour. Traditional marketing approaches have embraced experiential events and personalization, while digital marketing has leveraged mobile optimization, content personalization, and influencer collaborations. These strategies aim to create meaningful connections with consumers, foster trust, and ultimately drive conversions. Understanding the impact of implementing these strategies on consumer buying behaviour is crucial for brands seeking to stay relevant and competitive in today's market. This paper studies role of advertising strategies in the evolving consumer behaviour*

Methodology: *The research technique involved secondary research supplemented by primary data collecting via a Google Form questionnaire. The research methodology included secondary research, which involves acquiring and analysing current literature, studies, and market reports on digital and traditional advertising, with primary data collection using a survey questionnaire.*

Analysis/Results: *The results of the study show that consumers clearly prefer digital advertising, and quite a few of them say it influences their decisions to buy. Despite digital advertising's dominance, conventional approaches continue to have an impact, especially on older audiences and those with lesser means. But in comparison to digital platforms, this power is waning. Customers show varied recall patterns for traditional and digital ads, suggesting subtle interactions with various media platforms. Due to their increased interaction with online information, younger demographics and higher income groups typically have higher recall rates for digital advertisements. It is evident that consumers prefer to do their research on products and services using digital platforms before making purchases, highlighting the significance of online channels in the decision-making process. Consumer purchasing behaviour is greatly influenced by recommendations found in both traditional and digital advertising. Nonetheless, it seems that digital recommendations have a little greater overall influence, which is consistent with the growing significance of online channels in influencing consumer choices.*

Originality/Value: *Research paper based on primary data collection*

Type of Paper: Empirical Research

Keywords: Advertising, Traditional, Digital, Purchasing Decision, Preference

1. INTRODUCTION :

The study of consumer purchasing behaviour focuses on how, what, when, and why consumers make purchases. It makes an effort to comprehend how consumers make decisions, individually and collectively. In an attempt to comprehend what consumers desire, it looks at individual consumer characteristics including psychographics, behavioural variables, and demographics. It also attempts to

gauge the impact that social circles, including friends, family, and reference groups, as well as society at large, have on the consumer.

Businesses use the research and understanding of customer purchasing behaviour to inform their decisions about product offers and marketing tactics. The following are crucial concerns that have a big impact on consumers' decision-making abilities:

- (1) Their informal group, reference group, age, religion, culture, and income.
- (2) How customers reason, feel and decide amongst several options (e.g., brands, products)
- (3) How the consumer's surroundings—such as culture, religion, customs, family, signage, and affects buying behaviour
- (4) Consumer behaviour when shopping or making other marketing decisions.

Decisions and marketing outcomes are influenced by limitations in consumer knowledge or information processing abilities. Consumer motivation and decision-making strategies vary among products based on the relative importance or level of interest they entail. Marketers can modify and enhance their campaigns and strategies for better reach to consumers. Knowing about these problems enables businesses to modify their tactics while keeping the customer in mind.

Advertising makes an effort to influence prospective clients to buy or use a good or service. It is made in a way that develops and strengthens brand loyalty and image. As a result, advertising has a significant influence on how consumers make purchases. In most cases, advertising plays a significant role in encouraging a product's initial purchase. If the customers are satisfied, they will buy the product once more. However, the product will always be repurchased if advertising and promotion present a positive image of it. Convenience product buyers are particularly impacted by advertising. Reminding customers of the brand name is largely the responsibility of advertising. Therefore, a strong brand image promoted by advertising would guarantee that consumers would continue to buy convenience goods.

Consumer behaviour studies individuals, groups, or organisations buying behaviour. It studies procedures they use to select, secure, utilise, and dispose of products, services, experiences, or ideas to meet requirements, as well as the effects these processes have on the consumer and society. Consumer behaviour is the science that deals with when and why consumers buy a product or service. It refers to the purchasing process that anybody eager to buy goes through, from individuals to households, organisations, or organisations (Kotler and Keller, 2011). Internal and external influences influence consumers' behaviour. Furthermore, consumer factors such as perception, motivation, memory, and learning have an impact on how they respond to marketing stimuli. (Kotler and Keller, 2007). There are various methods for assessing consumer behaviour; performing market research on a regular basis allows organisations to learn about their customers and consider them when making business choices. This significantly boosts business performance and profitability. Economic, Sociological and Psychological factors influence consumer behaviour.

Consumers' buying decisions are greatly influenced by advertisements and marketing communications. According to Lewis (1985) [1], the purpose of an advertisement is to attract clients. AIDA is an acronym for Attention, Interest, Desire, and Action. Advertising raises customer awareness of a product or brand. The consumer becomes interested in learning about the brand's benefits and how it fits into their lifestyle. The client develops a positive attitude and desire towards the brand. Finally, the consumer develops a buying intention, shops around, conducts a trial, or makes a purchase. An advertising message must catch attention, keep interest, develop desire, and ultimately lead the customer to action (buy). The AIDA Model describes the effects of advertising on consumers and the stages they go through when selecting a product or brand. The consumer went through the stages of attention, interest, desire, and action. The effectiveness of advertising determines whether people intend to or eventually purchase a product, which affects brand loyalty, market share, competitive advantage, and organisational continuity (Teena Bagga, 2013) [2].

Internet marketing, according to Smith and Chaffey (2005) [3], entails using electronic communication tools to accomplish marketing goals. Internet marketing is the electronic transfer of goods or services from vendor to buyer, according to Hoge (1993) [4]. Reppel and Szmigin (2010) [5] looked at how the World Wide Web evolved commercially, creating a setting where consumers engage with businesses directly in a variety of ways. The Internet has become into a vital resource for businesses today. These days, every commercial organization uses it in one way or another. Marketing managers will be at a disadvantage if they do not use the Internet when creating their company's marketing strategies. Fahri & Yannopoulos (2011) [6] examine how an organization's marketing plan is carried out in relation to

the Internet. The Internet's impact on product and brand strategy, pricing strategy, distribution, and promotion strategy are all discussed. (Onewo Theophilus, 2020) [7].

2. PROBLEM DEFINITION :

For organisations looking to effectively target a variety of demographic segments, navigating the intricate marketing landscape in India between traditional and digital marketing methods can be difficult. Brands must carefully consider how to mix traditional techniques like print ads and television commercials with modern platforms like social media and search engine marketing. Due to the abundance of options available to customers, this difficulty is made worse by their ever-changing preferences. The basic question is how to modify marketing tactics to accommodate changing consumer tastes and behaviours among various age groups and demographics. Moreover, marketers face the challenge of effectively engaging their target audience due to the different segments of consumer attention across multiple digital channels.

For organisations to guarantee a seamless brand experience for customers, messaging and branding must remain coherent and consistent across traditional and digital media. This calls for an in-depth understanding of customer behaviour and preferences in addition to the capacity to modify marketing plans in response to shifting market conditions.

3. RESEARCH OBJECTIVES :

- (1) To understand buying decision based on traditional advertising strategy.
- (2) To understand buying decision based on digital advertising strategy.
- (3) To evaluate the recall of advertisements based on traditional vs digital strategy.
- (4) To study the influence of advertising strategy on buying decision.
- (5) To analyse the preference of advertising strategy, traditional vs digital.

4. RESEARCH METHOD :

For this research work, a mixed-method approach was used to investigate the impact of advertising methods on customer behaviour, with a particular emphasis on digital marketing versus traditional marketing. The research technique involved secondary research supplemented by primary data collecting via a Google Form questionnaire. The research methodology included secondary research, which involves acquiring and analysing current literature, studies, and market reports on digital and traditional advertising, with primary data collection using a survey questionnaire. This technique made it easier to gain a thorough understanding of the issue by combining insights from current sources with personal customer data. The study strategy included elements to provide a comprehensive picture of consumer attitudes and behaviours towards advertising techniques. To develop fundamental information and identify essential topics, a qualitative study was carried out by reviewing academic literature and industry reports. To quantify customer preferences, behaviours, and impressions, quantitative analysis was conducted utilising survey data acquired using a Google Form questionnaire. The combination of secondary research and primary data collection via a Google Form questionnaire laid a solid foundation for analysing the impact of advertising strategies on consumer behaviour, providing valuable insights for businesses and marketers navigating the changing landscape of digital and traditional advertising

4.1 Data Collection:

Primary data was collected via a Google Form questionnaire distributed to a wide group of responders. The questionnaire was created to extract information about many elements of consumer behaviour, such as preferences for digital versus traditional advertising, recall of advertisements, purchasing decisions, and perceptions of advertising impact. Respondents were chosen from various age groups and economic brackets to ensure representation across demographic segments.

4.2 Data Analysis and Findings:

(1) Research Objective 1 & 2- Buying Decision based on advertising strategy:

Which type of advertising do you find more influential in your purchasing decisions?

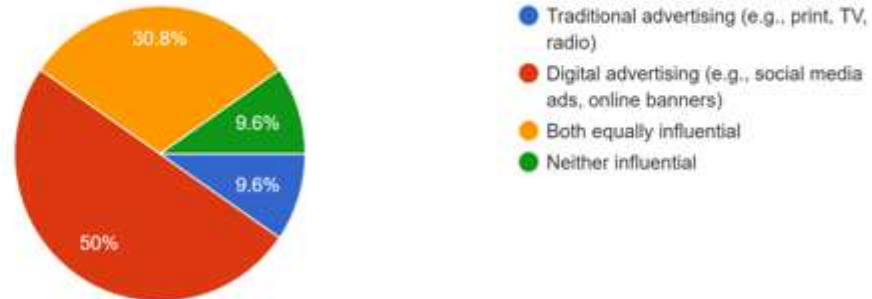


Fig. 1: Type of Advertising Influencing Purchasing Decision

From the above pie chart, we can see that 50% of the respondents find digital advertising more influential in their purchasing decisions as compared to the rest of the 50% of respondents. Followed by 30.8% of the respondents who find both digital as well as traditional advertising influential in their purchase decision. Traditional advertising is influential factor to only 9.6% of the people. Neither digital nor traditional advertising is an influential factor for 9.6% of respondents in their purchasing decisions. Across all age groups and income brackets, the majority of respondents find digital advertising more influential in their purchasing decisions. Specifically, younger consumers (18-25) and those with higher incomes (Rs 11,00,000 and above) exhibit a stronger preference for digital advertising, while traditional advertising holds more sway among older age groups and individuals with lower incomes.

(2) Research Objective 3- Recall of advertisements – traditional Vs digital:

How often do you recall seeing traditional advertisements in the past month?

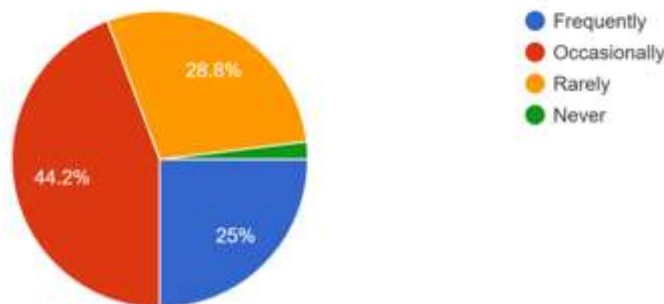


Fig. 2: Frequency of Recall of Traditional Advertising

44.2% of respondents occasionally recall seeing traditional advertising in the past month which highlights that a major chunk of the respondents still watch traditional advertising from time to time and are aware of brands due to the same.

25% of respondents frequently saw traditional advertising in the past month which means traditional advertising is still catching the attention of respondents and generating sales and revenue. On the other hand, 28.8% of respondents rarely saw traditional advertising in the past month which indicates that people are not attracted to traditional advertising or influenced by it to make a purchase decision. Lastly only 1% of respondents never saw any traditional advertising in the past month.

Responses vary across age and income brackets, but generally, traditional advertisements are recalled frequently by respondents, particularly among older age groups (41 and above) and individuals with

lower incomes (less than Rs 3,00,000). While younger consumers and those with higher incomes tend to recall traditional advertisements less frequently.

How often do you recall seeing digital advertisements in the past month?

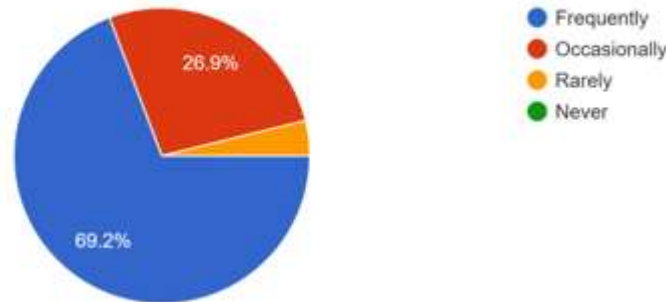


Fig. 3: Frequency of Recall of Digital Advertising

A high percentage of 69.2% of respondents recall seeing a digital advertisement in the past month, this showcases the impactful response brands get from using digital marketing as a method for increasing brand awareness, brand recall, and profits.

26.6% of respondents recall seeing a digital advertisement in the past month, and only 2% rarely recall seeing a digital advertisement in the past month, which is a considerably good percentage to understand the performance of digital marketing in today's time.

Digital advertisements are frequently recalled by most respondents across different age groups and income brackets. This trend is consistent regardless of demographic factors, indicating the pervasive nature of online advertising and its effectiveness in reaching a broad audience.

(3) Research Objective 4- Influence of advertising strategy on buying decision:

Which platform do you prefer for researching products/services before making a purchase?

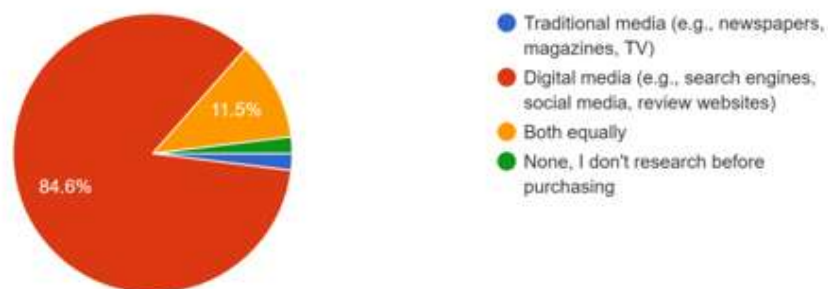


Fig. 4: Platform Preference before making a Purchase

84.6% of the respondents prefer digital media for researching products/ services before making a purchase, which indicates the importance of the consciousness and involvement of consumers in their buying decisions. This also highlights the impact advertising strategies have on consumers and their buying behaviour before making a purchase.

11.5% of the respondents prefer both traditional and digital media for researching products/ services before making a purchase but as we can see digital media is still more preferential.

People who prefer traditional media or don't research before purchasing are only a total of 2% of the respondents.

The majority of respondents, across all ages and income brackets, prefer digital media platforms for researching products and services before making a purchase. This preference is particularly pronounced

among younger consumers and those with higher incomes, highlighting the importance of online channels in the consumer decision-making process.

Have you ever made a purchase based on a recommendation from a traditional advertisement?

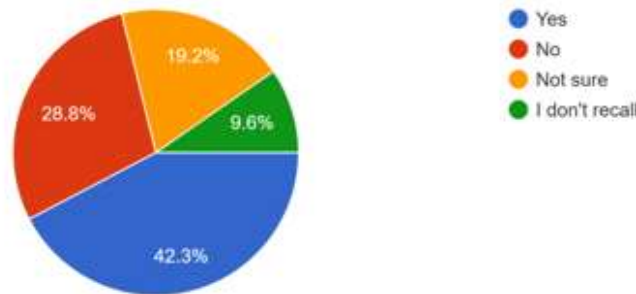


Fig. 5: Purchase Decision based on Traditional Advertisement

28.8% of the respondents have not made a purchase based on a recommendation from traditional advertisements but a higher percentage of 42.3% of the respondents do make a purchase based on a recommendation from traditional advertisements. This highlights the importance of the influence traditional marketing strategies have on consumer buying behaviour.

While 19.2% of the respondents are not sure if they have ever made a purchase based on a recommendation from traditional advertisements and 9.6% of respondents do not recall the same.

While some respondents across all age and income brackets have made purchases based on recommendations from traditional advertisements, the impact appears to be more significant among older age groups and individuals with lower incomes.

Have you ever made a purchase based on a recommendation from a digital advertisement?

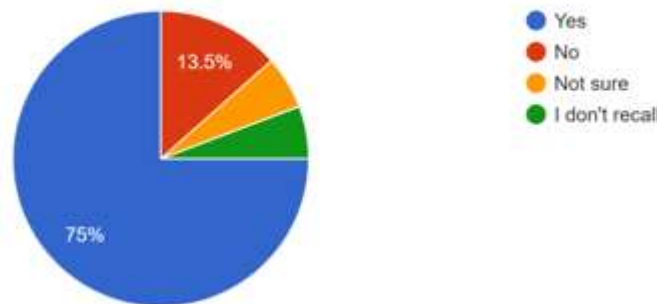


Fig. 6: Purchase Decision based on Digital Advertisement

75% of respondents have made decisions based on a recommendation from digital advertisements, this showcases the significance digital media strategies have on the buying decision. Only 13% do not make decisions based on a recommendation from digital advertisements. A total of 6% of the respondents are either not sure or don't recall if they have ever made decisions based on a recommendation from digital advertisements.

A significant portion of respondents across different demographics report making purchases based on recommendations from digital advertisements. This suggests that digital marketing strategies effectively influence consumer behaviour across various age and income brackets.

(4) Research Objective 5- Preference of advertising strategy, traditional Vs digital

Overall, which type of advertising do you prefer as a consumer?

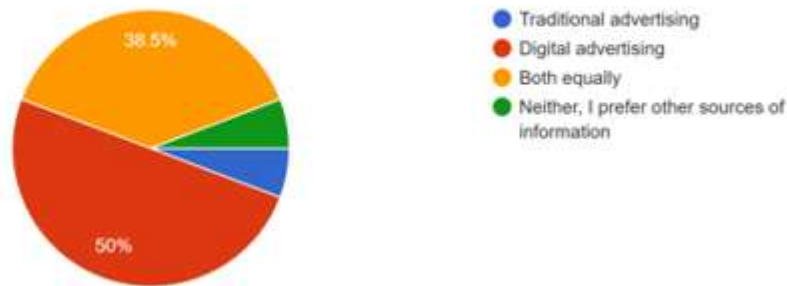


Fig. 7: Preference of Advertising Strategy, Traditional vs Digital

As seen above in the chart, 50% of the respondents are likely to click on a digital advertisement (e.g., social media ad, sponsored content) when browsing online, and 25% and very likely to click on a digital advertisement. 19.2% and 3% of the respondents are unlikely and very unlikely respectively to click on a digital advertisement.

The likelihood of clicking on digital advertisements when browsing online is expressed by the majority of respondents across different age and income brackets. This indicates the perceived relevance and engagement of digital ads, irrespective of demographic factors.

Which type of advertising do you believe has a greater impact on younger generations (e.g., Gen Z, Millennials)?

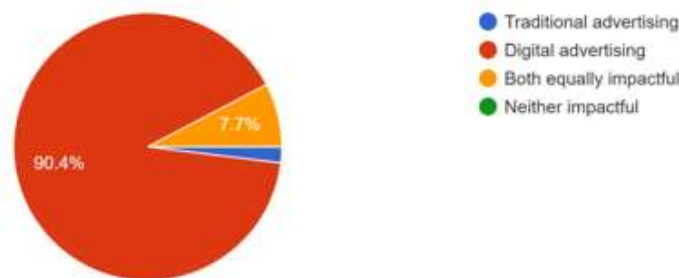


Fig. 8: Type of Advertising Influencing Younger Generation

A significant percentage of 90.4% of the respondents believe that digital advertisements have a greater impact on younger generations (e.g., Gen Z, millennials). This suggests that most of the people in this age group are highly influenced when it comes to making buying decisions after seeing digital advertisements and are more informed about the product/ service which ultimately builds confidence to make the purchase. This is a result of the digital marketing strategies that brands use to generate higher sales and brand recognition amongst Genz and millennials. This also helps brands generate word of mouth among younger consumers as they are influential in a social setting.

Only 7.7% of the respondents believe that both digital and traditional advertising have an impact on younger generations and only 1% believe that traditional media have an impact on younger generations.

Which type of advertising do you believe has a greater impact on older generations (e.g., Gen X, Baby Boomers)?

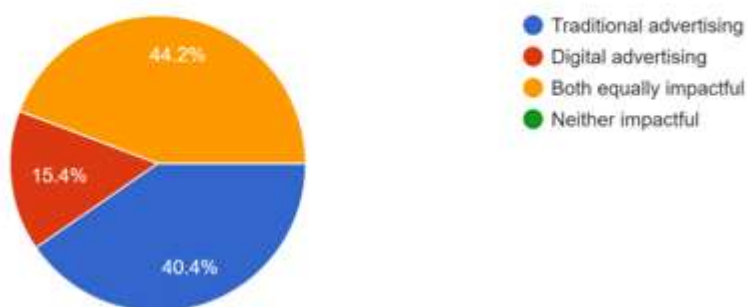


Fig. 9: Type of Advertising Influencing Older Generation

From the above chart, we can see that 40% of the respondents believe that traditional advertising has a greater impact on older generations as compared to 15.4% who believe that digital advertising has a greater impact. The remaining 40% believe that both traditional and digital advertising have an equal impact.

While digital advertising is perceived to have a significant impact on older generations as well, there is also recognition of the influence of traditional advertising channels among this demographic. This perception is more pronounced among older age groups and individuals with lower incomes.

Overall, which type of advertising do you prefer as a consumer?

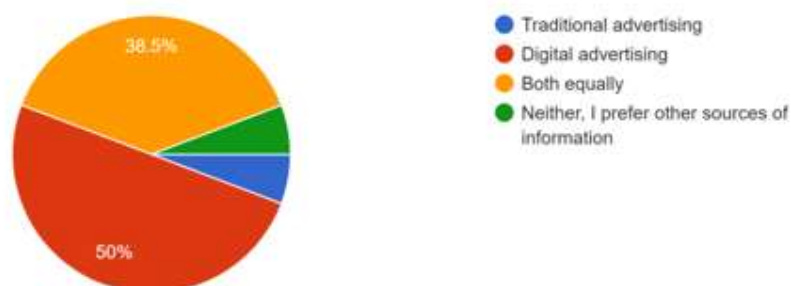


Fig. 10: Overall Preference of Traditional vs Digital Advertising

Finally, 50% of the respondents as consumers prefer digital advertising as a source of advertising media and only 3% of them prefer traditional media. 3% prefer both traditional and digital media equally. Only another 3% prefer other sources of information while making their purchase decisions or for evaluating products/ services.

The majority of respondents, across different age and income brackets, express a preference for digital advertising. This preference emphasizes the widespread acceptance and effectiveness of digital marketing strategies in today's consumer landscape, particularly among younger consumers and those with higher incomes.

5. ANALYSIS & FINDINGS :

Digital advertising has become the most influential factor in customer purchasing decisions, regardless of age or financial level, highlighting its broad influence in today's marketing environment. Digital commercials showed higher memory rates across all demographic segments, but traditional advertisements were often remembered, particularly by older age cohorts and those with lesser incomes. This demonstrates how widely visible and successful digital channels are in drawing in customers.

Customers' overwhelming preference for digital media platforms while doing pre-purchase research on goods and services is indicative of the revolutionary influence that internet channels have had on consumer behaviour. Although recommendations from both digital and conventional marketing influenced purchases, the influence and frequency of digital suggestions was higher. This demonstrates how online platforms are increasingly influencing how consumers make purchases.

The majority of respondents shared the inclination to click on digital ads when they were online, demonstrating the effectiveness and resonance of these ad types. Furthermore, participants acknowledged the lasting impact of traditional advertising, particularly among older demographics and lower-income individuals, but also felt that digital advertising had a greater impact on younger generations.

With relation to advertising techniques, the survey data generally provides detailed insights into consumer behaviour, with digital advertising emerging as the dominant force across all elements studied. Age and income were two demographic factors that influenced preferences for advertising mediums. Younger and wealthier consumers showed a greater preference for digital advertising, while older age groups and individuals continued to find value in traditional advertising, however to a lesser extent, among older age groups and individuals with lower incomes.

Digital advertising has surpassed traditional advertising across a wide range of demographic groups to become the dominant factor in influencing consumer behaviour. Digital ads are widely present, showing their efficacy in grabbing consumers' attention, even though traditional ads are still somewhat remembered, especially by older and lower-class consumers. Pre-buy research preferences among consumers strongly favour digital media outlets, underscoring the critical role that internet channels play in guiding purchase decisions. Furthermore, compared to traditional suggestions, digital recommendations have more influence over consumers' purchase decisions, highlighting the crucial role that internet channels play in influencing consumer preferences. The tendency for people to interact with digital ads highlights their applicability and effectiveness in attracting users' attention and encouraging conversion.

The results of the study show that consumers clearly prefer digital advertising, and quite a few of them say it influences their decisions to buy. This choice remains constant across demographic groups, highlighting how ubiquitous digital marketing channels are. Despite digital advertising's dominance, conventional approaches continue to have an impact, especially on older audiences and those with lesser means. But in comparison to digital platforms, this power is waning. Customers show varied recall patterns for traditional and digital ads, suggesting subtle interactions with various media platforms. Due to their increased interaction with online information, younger demographics and higher income groups typically have higher recall rates for digital advertisements. It is evident that consumers prefer to do their research on products and services using digital platforms before making purchases, highlighting the significance of online channels in the decision-making process. Consumer purchasing behaviour is greatly influenced by recommendations found in both traditional and digital advertising. Nonetheless, it seems that digital recommendations have a little greater overall influence, which is consistent with the growing significance of online channels in influencing consumer choices.

6. CONCLUSIONS :

To sum up, the study offers a thorough understanding of the complex relationships between traditional and digital advertising, as well as the resulting impacts on consumer behaviour. Due to its widespread use and effectiveness in a variety of demographic contexts, digital advertising becomes the main factor influencing consumer preferences and purchase decisions. But traditional advertising is still relevant, especially to older audiences and those with lower means. In today's changing marketing landscape, businesses need to adopt a multifaceted approach to advertising, utilising both traditional and digital media to effectively engage customers across a range of demographic factors. The information highlights how the advertising industry is changing, with old tactics still having value but digital marketing taking the lead. Marketers need to take a strategic approach to mastering this environment, making use of the advantages of both traditional and digital media. To maximise the impact of advertising, personalisation and targeting based on subtle demographic information are essential. Maintaining consistency with evolving customer tastes and behaviours requires constant strategy optimisation and monitoring. [8]

The study emphasises the importance of customer preferences and behaviour when developing successful advertising campaigns. Even when digital marketing becomes the primary aspect, traditional advertising is still relevant for some audiences and situations. To effectively reach and engage target audiences, marketers need to take a balanced approach that makes use of both digital and conventional media' strengths. Furthermore, the most successful advertising campaigns will probably be those that are customised and targeted to particular demographic groups [9,10].

7. RECOMMENDATIONS :

Businesses should give digital marketing strategies top priority due to the growing popularity of online channels and the growing inclination of younger and wealthier consumers towards digital media. This means using websites, social media, and search engines as platforms to efficiently reach and interact with target audiences. Brands may take advantage of the ubiquitous nature of online channels and use digital tools and technology to boost brand visibility, attract website traffic, and eventually increase conversions and sales by investing resources in digital advertising activities. Although digital marketing is becoming more popular, conventional advertising channels are still important, especially for older audiences and those with lesser means. To effectively target these categories, firms should continue to be present in traditional advertising channels including print media, television, and outdoor advertising. Adopting a multi-channel strategy that integrates traditional and digital advertising tactics allows firms to reach a wider audience and ensure extensive coverage. In the fiercely competitive market of today, maximising effectiveness and connecting with consumers depend on personalised and focused advertising. Data-driven advertising strategies that enable the personalisation of offers, creative content, and messaging according to consumer demographics, behaviours, and preferences ought to be given top priority by brands. Brands can create more compelling and relevant advertising campaigns that increase engagement, conversion, and brand loyalty by utilising consumer data and insights. To evaluate the efficacy of tactics and optimise campaigns in real-time, efficient advertising necessitates continuous tracking and analysis of performance data. To monitor key performance indicators (KPIs) like click-through rates, conversion rates, return on investment (ROI), and client acquisition expenses, brands should make a significant investment in sophisticated analytics tools and methodologies. Brands may maximise return on investment by identifying areas for improvement, improving targeting tactics, and more efficiently allocating resources by analysing advertising performance data.

To reach a larger audience and ensure thorough coverage, businesses should implement a comprehensive strategy that includes both traditional and digital advertising channels. This approach allows businesses to leverage the benefits of each media while accommodating a wide range of consumer preferences. Investing in data-driven advertising strategies that prioritise personalisation and targeting based on consumer demographics, behaviours, and preferences is crucial for increasing engagement, conversions, and brand loyalty. Tailored advertisements are more effective with consumers and generate higher returns on investment. Continuous tracking and analysis of advertising performance data are required for analysing tactics, optimising campaigns in real time, and maximising ROI. Businesses can discover areas for improvement and better allocate resources by monitoring key performance metrics and modifying plans as needed. In today's continuously changing marketing world, firms must be adaptive and innovative. Staying on top of developing trends and technology enables marketers to remain ahead of the competition and effectively communicate with customers across multiple platforms and channels. Businesses can use this advice to manage the intricacies of digital and traditional marketing, optimise advertising campaigns, and ultimately drive purchasing behaviour in today's competitive economy.

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