Online vs Traditional Advertisement Media- A Comparitive Analysis

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Abstract

Gone those days when banners and pop ups were used for advertisement, now a day's trend is going towards blog posts, white papers, webinars, podcasts, slide shows, videos etc. Today online advertising is found to be the fastest growing medium of advertising that has proven its effectiveness and stability in the advertising world. In a developing economy like India, advertising has a profound impact on how people understand life, the world and themselves, especially with regard to their values, choices and behaviour. It is both cost-effective as well as efficient at global level. Consumer preferences are subjective tastes measured by utility of various bundles of goods. Preferences are independent of income and prices. So, Adman's should not mislead the customer and their expectation. They should follow ethical code of conducts while advertising which should ensures honesty, respect social responsibilities, truthfulness and fair competition. Thus Advertisement contributes to have both negative & positive influence on society. The research paper is encompassing comparison of online and traditional advertisement media along with customer preference and awareness about it. Primary data is collected through structured questionnaire which is randomly distributed to the sample size of 120 customer surfing internet. Statistical analysis of data will be done using Chi-square and percentage analysis. It is found that customer of different income group are having different awareness about media. Maximum people prefer and trust those advertisements which are displayed online on brand websites. But Television is still occupying the top most position among all other traditional media. It is also found that opinion of respondents varies significantly for attributes namely reliable, misguidance, social evil and unrequited desire. Traditional media is more reliable while online media is creates more misguidance, social evil and unrequited desire. Besides that online media is very much helpful in easy comparison of product, does fast communication but creates more violence while traditional media is very much eye catching, more informative but confusing.

Keywords: Online and traditional advertisement, Customer awareness and preference, Ethics, chi-square, paired t-test, percentage analysis

Introduction

Advertising has emerged as a most demanding & challenging business industry due to fast expansion of integrated market expansion. It plays an important role by creating primary demand for the product or service and its usage rate thus increase in customers. It not only stimulates the product distribution but It also reduces the time between the purchases & persuades the consumers to try various new products in the market. Advertising is telling and selling.

The advertiser's job is to break the perception barrier of his target audience and spread some of his ideas to their minds. They have to work in tandem with the global integration which is taking place at high speed so the adman's task is becoming all the more difficult. Nowadays diverse channels are utilised for transmitting messages which includes traditional media such as newspaper, magazines, journals, television, radio, film, outdoor etc as well as modern media such as email, blogs, social network sites, mobile, company websites etc. Traditional advertising uses forms of mass communication as a distribution channel for its messages. Media encompasses all goal-oriented technical means or instruments for the procurement of information in print, visual, or auditory forms. Journey of media can be traced back to 30, 000 c.c which was a Stone Age where messages were left in the form of cave-paintings till 2010 where T.V sets with 3D technology are available. Million are surfing net today. There are 50 million bloggers and 70 million teenagers on my space. The realisation that internet is more focus , flexible and economic way of contact which is compelling advertisers to use this media for marketing communication to present information in numerous ways including text, images, videos, and sound .Due to the changes in the environmental trend, the online business has to focus more on web-based advertisement. As social networks develop, the Web has also become a place where a brand's reputation and image is shaped.

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. Preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. Attitudes are mental states used by individuals to structure the way they perceive their environment and guide the way they respond it. Attitude towards advertising in general were expected to influence the success of any particular advertising.

Ethics are rules of conduct or principles of morality that point us towards the right or best way to act in a situation. Ethics vary from person to person, society-to-society point of view. What ever advertisement media is used by the company should not mislead the customer and their expectation. Therefore adman's should follow ethical code of conducts while advertising which should also ensures honesty, respect social responsibilities, truthfulness and fair competition. Thus Advertisement contributes to have both negative & positive influence on society.

Significance of Study

Today online advertising is found to be the fastest growing medium of advertising that has proven its effectiveness and stability in the advertising world. In a developing economy like India, advertising has a profound impact on how people understand life, the world and themselves, especially with regard to their values, choices and behaviour. Therefore the purpose of this study is to seek awareness about online media among audience/viewers and to compare the level of importance of the various attributes in traditional and online media. It is also aimed at finding the customer preference for both media.

Review of Literature

Bush and Harris (1998) continue to show that the number one barrier to online advertising continues to be no proof of ROI or other measure of effectiveness**.**

Kelly and et (2012) al concluded that participants offered several reasons for avoiding advertising in online social networking sites as they are skeptical towards relevance of product, lack of credibility of the medium, and lack of trust of advertisers.

Colaco and et al (2012) conclude that advertisements help the youth to compare various products before purchase and thus, save their time while shopping. It also aid in decision making by providing some information about the product

Research Methodoloy

Objectives of study

1. To study awareness among audience/ viewers about advertisements through various online media.

2. To analyse audience/ viewers preference for advertisements through both media

3. To compare traditional and online media on the basis of important attributes.

Sampling and Data Collection

This study is **descriptive** in nature. Primary data is collected with the help of structured questionnaires which are distributed randomly to the viewers/audience of **Udaipur city** on the basis of **convenience**. And it is found that **120** questionnaire are complete which are consider for study.

Tools and Techniques

The collected data in the present study are analysed through descriptive and inferential statistical techniques. The analysis has been in conformity with the objectives of the study and the hypotheses formulated to achieve those objectives. **Percentage analysis** , **paired t-test** and **Chi square test** is used to test the collected data regarding advertisement preference of customer for different media on the basis of ethics.

Data Analysis and Interpretation

I. Income and awareness about various online media

Awareness and Income

INCOME	AWARENESS LEVEL		Karl Pearson Chi-Square test
	AWARE	NOT AWARE	
Below 5000	15	6	
5000-15000	31	8	Calculated Value = 9.6381
15000-30000	37	3	Df =3
Above 30000	20	0	

Table 1 shows the distribution of respondents according to the income group. The result shows that income of the audience/ viewers significantly influences the awareness of advertisement through online media. It is evident that lesser the income lesser is the awareness among respondents. As the income is rising awareness is also increasing this might be due to a very common reason that they cannot spend money for using internet.

II. Gender and Awareness Various Online Media

Gender and awareness

AGE	AWARENESS LEVEL		Karl Pearson
	AWARE	NOT AWARE	Chi-Square test
FEMALE	42	10	Calculated Value = 1.9353 Df = 1
MALE	61	7	

Table 2 shows the distribution of respondents according to the gender. The result shows that gender of the audience/ viewers doesn't significantly influences the awareness level for advertisement through online media. It is evident that both male and females are aware about various online media used for advertisement these days. This may be due to more literacy in females and spread of technology all around us.

III. Preference for Different Online and Taditional Media

We will study the preference of audience/viewers towards online and traditional advertisement media in this section.

Online advertisement media

S.No	Online	Percentage (%)	Rank
1	Brand website	35	1
2	Blogs	8	5
3	Facebook	20	2
4	Twitter	15	3
5	Linked in	12	4
6	Search	5	6
7	Display	2	8
8	Text Messages	3	7

Today advertising formats are more developed, videos more sophisticated and targeting tools more focused. So wide range of online resources are available like search, display, social networks, brand websites etc which people use in different ways depending on their objectives. It is evident from the tables that among different online advertisement media people prefers and trust those advertisements which are displayed on brand websites. Similarly Facebook and twitter are also preferred by audience/ viewers. Still display and text messages are found to be uncommon among people.

Traditional advertisement media

S.No	Traditional	Percentage (%)	Rank
1	Television	40	1
2	Newspaper	30	2
3	Magazines	10	3
4	Radio	7	5
5	Billboards	5	6
6	Tradeshows	8	4

Although online medias are getting much more popularity these days yet the traditional media like TV, radio, cinema, press or display advertising are still in pace. Observation from table 5, it is clear that Television is still occupying the top most position among all other traditional media with highest rank 1 (40%). After that the most trusted media i.e. newspaper is preferred by people. But Radio, billboards and tradeshows are less preferred by the respondents.

Comparison of Traditional and Online Media

The objective is to compare traditional and online advertisement media by taking ten different attributes. The rating of attributes used for the study were 1 for very less, 2 for less, 3 for neutral, 4 for much and 5 for very much. These scores were subjected to paired

samples-t- test to evaluate the same.

Table 4 shows the comparison of traditional and online media on the basis of 10 different attributes. The results shows that the t value for the attributes "reliable" (t=-8.413; p=0.000), "misguidance" (t=6.430; p=0.000), "social evil" (t= 8.521; p=0.000) and "unrequited desire" (t= 7.802; p=0.000) is significant at 5% level. This implies that the respondent evaluations for online and traditional advertisements media differ significantly very much. However, the mean differences for these attributes are -1.33, 0.9833, 1.833 and 1.283 respectively. This

signifies that respondents feels that the reliability is very much in traditional media while misguidance, social evil and unrequited desire is very much in online media when compared to traditional media for advertisements.

Moreover the respondents opinion for other attribute does not differ significantly. The positive values of mean for other factor shows that online media is very much helpful in easy comparison of product, does fast communication and creates more violence while negative values of mean shows that traditional media is very much eye catching, more informative but confusing.

Comparison of traditional and online media

PAIR	Attributes	Mean	Std. Deviation	t- VALUE	Df	Sig. (2-tailed)
Pair 1	Eye Catching	-2.168	1.132	-2.098	119	.038
	Eye Catching					
Pair 2	Reliable	-1.33	1.736	-8.413	119	.000
	Reliable					
Pair 3	More Informative	-.2000	1.127	-1.944	119	.054
	More Informative					
Pair 4	Fast Communication	.4167	1.435	3.180	119	.002
	Fast Communication					
Pair 5	Easy Product comparison	.3000	1.363	2.410	119	.017
	Easy Product comparison					
Pair 6	Violence	0.2917	1.331	2.401	119	0.180
	Violence					
Pair 7	Misguidance	.9833	1.675	6.430	119	.000
	Misguidance					
Pair 8	Social Evil	1.833	1.778	8.521	119	.000
	Social Evil					
Pair 9	Confusing	-0.1083	1.533	-0.774	119	0.440
	Confusing					
Pair 10	Unrequited desire	1.283	1.801	7.802	119	.000
	Unrequited desire					

Findings of The Study

1. Income of the audience/ viewers significantly influences the awareness of advertisement through online media. As the income is rising awareness is also increasing this might be due to a very common reason that they cannot spend money for using internet.

2. Gender of the audience/ viewers doesn't significantly influences the awareness level for advertisement through online media. It is evident that both male and females are aware about various online media used for advertisement these days.

3. 35 % respondents prefer and trust those advertisements which are displayed online on brand websites.

4. Television is still occupying the top most position among all other traditional media with highest rank 1 (40%).

5. Respondent evaluations for online and traditional

advertisements media differ significantly very much for attributes "reliable, misguidance, social evil and unrequited desire.

6. Respondents feels that the reliability is very much in traditional media while misguidance, social evil and unrequited desire is very much in online media when compared to traditional media for advertisements.

7. Online media is very much helpful in easy comparison of product, does fast communication and creates more violence while traditional media is very much eye catching, more informative but confusing.

Conclusions

The emergence of the online media has not replaced the use of traditional media, particularly TV. Online advertising and traditional media are highly complementary in nature. From the study it is concluded that income of the audience/ viewers

significantly influences their awareness about advertisement done through online media but not gender. Maximum people prefer and trust those advertisements which are displayed online on brand websites. But Television is still occupying the top most position among all other traditional media. It is also found that opinion of respondents varies significantly for attributes namely reliable, misguidance, social evil and unrequited desire. Traditional media is more reliable while online media is creates more misguidance, social evil and unrequited desire. Besides that online media is very much helpful in easy comparison of product, does fast communication but creates more violence while traditional media is very much eye catching, more informative but confusing.

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