

Attitude of Customers towards Digital and Conventional Advertising

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Abstract— The revolution of information technology (IT) and communications has transformed the conduct of most of the businesses via electronic media & internet. Digital forms have become an important channel for customer communication in marketing along with conventional forms. Digital advertisement allows sellers to disseminate product information accurately and adequately to customers. This paper is carried out to analyze the customer’s attitude towards digital and conventional advertising. Customer’s attitudes have been observed with various determinants like credibility of customers, informative to customers, hedonic pleasure to customers, materialism and good for economy advertisements. Descriptive research design is carried out, 110 samples were selected using convenience sampling technique. Results indicate that digital advertising is creating a greater impact than conventional advertising. Digital advertisement is agreed as more informative than conventional advertisement while conventional advertisement is considered as credible in eliciting positive attitude towards advertisement.

Keywords: Digital advertising, conventional advertising, customer’s attitude, digital market.

I. INTRODUCTION

In this present digital world, digital advertising is largely used to reach consumers through digital channels that may or may not need Internet. Consumers can access information round the clock and round the world through digital media. Digital media allows consumers to follow advertising and can say about the company’s offerings to their friends, associations, peers, etc. On the other hand conventional marketing is the widely used form of marketing used to promote the product or services of business among all types of market.

Forms of Digital Advertising	
Online advertising Uses internet to convey product information.	Email Marketing Text messages about the products/services through email.
Social Media Uses social networks like Facebook, Twitter, Whatsapp and Google+	Text Messaging Messages through mobile phone (SMS/MMS).
Affiliate Marketing Company gives points to members for each customer they bring.	Pay Per Click (PPC) Search engine ads. to generate clicks to website
Forms of conventional advertising	
Also called traditional advertisement and it includes print, television, radio, direct mail, and telephone.	

The millennium century is currently having a mix of digital and conventional advertising for influencing the consumer’s attitude and buying decisions. Though there are literature on digital advertising and effective marketing communication, there is lack of extensive studies capturing the comparative attitude of customers towards digital and conventional advertising. Earlier research posits that consumer’s attitude is influenced by the factors such as advertisement credibility, advertisement information, advertisement hedonism, advertisement materialism and good for economy (Ramaprasad, J. & Thurwanger, M. L. (1998); Korgaonkar, Silverblan and O’Leary (2001); Neelam, Puray(2016). ‘Credibility’ refers to consumer’s perception towards advertisements’ trustworthiness, reliability and convincing ability (McKenzie and Lutz, 1989). Advertisement ‘informative’ is consumer opinion that the information given by advertisement is updated (Ducoffe, 1996). Advertisement Hedonism is an opinion of customers that advertisement is interesting, humorous, pleasing and exciting (O’Shaughnessy & Jackson O’Shaughnessy, 2002), Advertisement Materialism is considering material acquisition is an important aspect of life and reflects success in life (Richins and Dawson, 1992). The concept of ‘good for economy’ says that advertising encourages consumers in acquiring new goods and services which in turn increases production, brings scale economies, creates employment and improves the standard of living of consumers (Belch and Belch ,2008).

II. NEED OF THE STUDY

In this sustainability era it is necessary for every big advertising industry to know that without a proper advertisement strategy the product would not be noticed by customers however good the product is. This will lead to decline of the product in the market and result in loss for the parent company. In this digital world most of the purchase decisions made by customers are based on the digital view such as internet and social media. Meanwhile, some consumers perceive online advertising as unreliable and ignore them (Obermiller, Spangenberg, and MacLachlan, 2005). Previous studies have explored the role of advertisement in buying decisions (Dr.M.Saravanan & Sajitha.S,2016), effectiveness of advertisement media for different product categories (Neelam Purey,2016; D.Prasanna Kumar and K.Surya Kumar 2018) and customers attitude towards digital advertisement (Korgaonkar, P & Wolin,2003; Ahasanul Haque et.a 2007;Chanmeilee and Cheehuiloo,2015) . However, there are not many studies to understand the consumer’s attitude towards digital and conventional advertising which would help marketers to plan and create their advertisement content to elicit positive customers’ attitude.

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pleasure and materialism.

Hence this study is conducted.

III. OBJECTIVES OF THE STUDY

- To compare the attitude of customer’s towards digital and conventional advertisements.
- To study the relationship between determinants of advertising & customers attitude towards advertisement.

IV. REVIEW OF LITERATURE

Dr.M.Saravanan & Sajitha.S (2016) in their study has pointed that; online advertisements influence the consumers in purchasing a product. Electronic products are the mostly purchased products with the influence of online advertisement. Online advertisement plays an important role in individual’s buying decision. Most of the consumers believe that online advertisement is a reliable medium. The same view is supported by Neelam Purey, (2016), that effectiveness of advertisement was determined with respect to various product categories. There is a significant difference between different means of advertisement i.e. internet advertisement, television advertisement, radio advertisement, outdoor advertisement, newspaper advertisement and magazine advertisement. It was concluded that television advertisement was the most effective medium of advertisement for Insurance, FMCG goods and products having durability while online advertisement was most effective medium of advertisement for medicine, beauty, hygiene product and service provider’s product. D.Prasanna Kumar and K.Surya Kumar (2018) in their study state that, online advertising is best to knowing information compared to other medium. Consumers prefer promotion through social media will be helpful for them. Out of the types of advertisements, online advertisements are preferred most next to television advertisements. People think online advertisements will reach more effectively compared to other media. Online advertising will affect the purchasing behavior and mindset and online advertising contains lot of benefits. Consumers prefer advertised products more than non-advertised products. Online advertising will help to save their time and money. Bohdan Pikas (2014), states that Face book, Twitter and YouTube have become more popular and get revenues from businesses to advertise in their popular social networking sites. However, the majority of people are not receptive to advertising while staying online in their favourite social networking sites and they are not likely to get marketing information during their online existence. Baisakhi Banerjee (2015), states that advertisement in Social Media is more customized and personalized compared to traditional media of advertisement. In India FMCG Sector was once reliant on traditional media of communication than social media. However, FMCG Sector in India now has started to advertise in social media and it has potential to emerge as an effective communication medium. Ahasanul Haque et. al. (2007) stated that significant attitude differences between genders are consistent towards Internet advertising. Chanmeilee and Cheehuiloo (2015) has provided evidences that marketers while creating online advertisement need to include the factors such as informative, hedonic

V. RESEARCH DESIGN

Descriptive research design was adopted to study the customer’s attitude towards digital and conventional advertisements. The sample size was 110 using convenience sampling technique the samples were selected based on their visit to internet browsing centers in Chennai. Data was collected through primary source as questionnaires. The questionnaire consisted of three parts, Part A captured the demographic and behavioural profile of the respondents, Part B captured the opinion of respondents towards right media for advertising and Part B measured the attitude of the customers. The study used the likert scale adopted by Ramaprasad, J. &Thurwanger, M. L. (1998). It consists of 25 items capturing the impact of advertisement credibility, informative of advertisement, hedonic pleasure of advertisement, materialism aspect, and good for the economy on the consumer’s attitude towards advertising. To make further meaningful analysis ‘t’ test and Karl Pearson’s correlation(r) analysis were conducted.

VI.RESULT & DISCUSSION

The demographic profile indicates, 58% of the respondents are male. 44% belong to the age group of 18-25. 49% of the respondents are working professional. Almost 35% of the respondents averagely spent 1-3 hours online. 100% of the respondents were exposed to digital advertisement.

Table No.1: Demographic & Behavioural profile

Variable		Frequency	%
Gender	Male	64	58
	Female	46	42
Age	18-25	48	44
	26-40	23	21
	41-55	21	19
	Above 55	18	16
Occupation	Student	45	41
	Working	54	49
	Others	11	10
Time spent online	1 hr/day	27	25
	1-3 hrs/day	39	35
	3-6 hrs/day	26	24
	< 6 hrs / day	18	16
Exposure to digital Ads.	Yes	110	100
	No	Nil	-

Table No.2: Attractive Mode of Advertising

Attractive Mode	Frequency	Percentage
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of Advertising						
TV & Radio	66	60				
Magazines & Newspapers	25	23				
Online Advertisements	42	38				
SMS & emails	16	15				
Social Media	74	67				
Search Engines (pay per click)	51	46				

towards digital/conventional advertising					
H4a & H4b: There is a positive significant relationship between Hedonic pleasure & attitude towards digital/conventional advertising	0.579	0.007 **	0.468	0.001 **	
H5a & H5b: There is a positive significant relationship between good for economy and attitude towards digital/conventional advertising	0.736	0.000 **	0.439	0.000 **	

67% of the respondents were attracted towards social media mode of advertising.

Customer Attitude towards advertising

Six factors were drawn for measuring consumers' attitudes toward advertisement (source from Ramaprasad, J. & Thurwanger, M.L.(1998). To test the difference in customers attitude between digital and conventional advertising, the independent sample 't' test was employed.

Table no.4: Independence sample 't' test.

Attitude Factors	Conventional		Digital		t	p
	Mean	SD	Mean	SD		
Credibility	2.61	1.53	3.86	1.59	3.22	.01
Informative	2.83	1.61	2.92	1.16	.581	.562
Materialism	1.47	1.42	3.02	.67	8.45	.000 **
Hedonic Pleasure	3.62	.88	2.41	1.28	5.79	.000 **
Good for Economy	2.14	1.39	3.01	1.01	2.64	.008 **
Attitude Towards Advertising	2.28	1.49	3.74	.89	2.98	.003 **

**P< 0.01, * p<0.05

Hypotheses belong to conventional advertising, which means totally ten hypotheses were framed.

Table No.5: Test of Hypothesis using Pearson Correlation

Hypothesis Statement	Digital		Conventional	
	(r)	(p)	(r)	(p)
H1a & H1b: There is a Positive significant Relationship between credibility and attitude towards digital/ conventional advertising.	-0.63	0.078	0.312	0.000 **
H2a & H2b: There is a positive significant relationship between informative and attitude towards digital/conventional advertising	0.506	0.001 **	0.124	0.281
H3a & H3b: There is a positive significant relationship between materialism and attitude	0.635	0.003 **	0.717	0.000 **

From table no.4, the results shows that there were differences in consumer's attitude between conventional & digital advertisement on five of the attitudinal factors, such as advertisement credibility, materialism, hedonic pleasure, advertisement good for economy and attitude towards advertising. This supports the findings of Chanmei lee and Cheehui loo (2015); Bohdan Pikas (2014); Neelam Purey, (2016), However, results also showed that, information provided were found to be alike in both forms of advertisement. Therefore, there is no significant mean difference between conventional and digital advertisement on information provided, this finding however contradicts the findings of Bohdan Pikas (2014), In general it was concluded that digital advertisement exhibits a more favorable attitude toward compared to conventional advertisement. Digital advertisement is agreed as more credible, materialistic, and good for economy and positive attitude towards advertisement. This finding supports the findings of (O'Donohoc, 1995, Wolin & Krgaonkar, 2003).

Relationship between determinants of advertising & customer's attitude towards advertising

Pearson Correlation test was conducted to examine the relationship between the study variables. Advertisement Credibility, information of advertisement, materialism, hedonic pleasure of advertisement and good for economy are independent exogenous variables while attitude towards advertising are dependent endogenous variable. The test was conducted for both digital and conventional advertising. Five sets of hypothesis were framed 'a' series of hypothesis belongs to digital advertising and 'b' series

The test results reveal that the entire hypotheses were accepted except H1a & H2b. It indicates that there was no correlation between credibility and customers attitude towards digital advertising (r=0.-629, p=0.078). Therefore H1a not accepted, there is no significant relationship between advertisement credibility and customers' attitude towards digital advertising. Also there was no correlation between information of advertisement and customers attitude towards conventional advertising (r=0.124, p=0.281).Therefore H2b is not accepted, there is no significant relationship between information of advertisement and customers attitude towards

conventional advertising. This findings support the earlier findings of (Bauer and Greyser, 1968; Becker et al.,



1976; Ducoffe, 1996). However H2a, H3a, H4a and H5a are accepted since strong positive correlation exists between credibility & conventional advertising ($r=0.312, p=0.000$), materialism & attitude towards conventional advertising ($r=0.717, p=0.000$), hedonic pleasure & attitude towards conventional advertising ($r=0.468, p=0.001$) and good for economy & attitude towards conventional advertising ($r=0.439, p=0.000$) respectively. The Hypotheses H1b, H3b, H4b and H5b are accepted since strong positive correlation was observed between informative and digital advertising ($r=0.506, p=0.001$), materialism and attitude towards digital advertising ($r=0.635, p=0.003$), hedonic pleasure and attitude towards digital advertising ($r=0.579, p=0.007$) and good for economy and attitude towards digital advertising ($r=0.736, p=0.000$) respectively. Perhaps the findings support the earlier findings (Ducoffe, 1996; Tan & Chia, 2007; Chan mei lee and Chee hui loo (2015); Bohdan Pikas (2014); Neelam Purey, (2016).

VII. MANAGERIAL IMPLICATIONS

This study conducted a survey on few customers' response with respect to the comparison between conventional and digital advertising and their attitude towards advertising. Customers were of the opinion that digital advertisement is agreed as more credible, materialistic, and good for economy and elicits more positive attitude towards advertisement. Conventional advertisement perceived as credible and enjoyable (hedonic). Advertisers can therefore use digital advertising for a higher level of customer involvement, conversation and content sharing and greater connection with the brand. The finding indicated that information of advertisement, materialism of advertisement, hedonic/pleasure and advertisement good for economy resulted in positive attitude on digital advertising. Therefore, to elicit a favorable consumer's attitude, companies should keep their digital advertising informative, enjoyable, valuable, interesting, up-to-date and useful for consumers decision making. The determinants such as credibility, materialism, hedonic pleasure created by advertisement and advertisement good for economy have positive attitude on conventional advertising.

Therefore Marketing managers while creating conventional advertising take efforts to make more believable and up-to-date information.

VIII. LIMITATIONS

There are few limitations observed in this study. The size and pattern of the group that participated in the survey poses limitation to the study. Internet users from Chennai alone participated in the survey. Therefore, generalization about entire population of advertisement viewers cannot be made. This research had a sample size of only 110. Finally, this study assumed that respondents understood the difference between the terms "digital advertisement" & "Conventional advertisement". Non-Internet users' attitude towards advertisement is ignored.

IX. CONCLUSION

Advertisement on the digital and conventional media are not alike, Digital media has a reach that is beyond what

conventional media could accomplish (Li and Leckenby, 2004) Customers attitude towards digital and conventional advertising vary largely. The results support the presence of determinants such as information of advertisement, hedonic/pleasure of advertisement, materialism and advertisement good for economy invoke positive response on customers attitude while, presence of determinants such as credibility, materialism, hedonic pleasure and good for economy in conventional advertisement, invoke positive response on customer's attitude. This finding helps marketers to incorporate the above factors while creating advertisement content. By understanding the factors that influence consumer's attitude marketer can create an effective advertisement to influence buying decision. Digital advertisement is agreed as more credible, materialistic, and good for economy and elicits positive attitude towards advertisement. Whereas, conventional advertisement is agreed as more enjoyable and provides hedonic pleasure. Digital advertisement has been found as more informative than conventional advertisement and conventional advertisement is considered as credible in eliciting positive attitude towards advertisement.

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