

# APPLICATION OF ADVERTISEMENT ON CONSUMER BEHAVIOUR: A RELATIVE STUDY OF PRINT AND ELECTRONIC MEDIA

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## ABSTRACT

The advertising landscape has undergone tremendous transformation over the past two decades, with electronic media increasingly challenging the dominance of traditional print advertising. This research examines how print and electronic media advertisements differently influence consumer behaviour, focusing on purchase decisions, brand recall, and consumer engagement. Through a mixed-methods approach involving 250 respondents across different age groups and socioeconomic backgrounds, this study reveals significant variations in effectiveness between these two advertising mediums. The findings indicate that electronic media demonstrates superior engagement rates and immediate response capabilities, while print media maintains advantages in credibility perception and detailed information retention. Statistical analysis using chi-square tests and regression models confirms that age, education, and media consumption habits significantly moderate the relationship between advertising medium and consumer response. The research contributes practical insights for marketing professionals seeking to optimize their advertising budget allocation across different media channels. Results suggest that an integrated approach combining both mediums yields the highest overall effectiveness, though specific campaign objectives should guide medium selection.

**Keywords:** Consumer behaviour, advertising effectiveness, print media, electronic media, purchase intention, brand recall, media comparison

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## 1. INTRODUCTION

Advertising represents one of the most powerful tools in modern marketing, serving as the primary bridge between businesses and consumers. Throughout history, advertising mediums have evolved dramatically, from simple print announcements in early newspapers to sophisticated digital campaigns across multiple electronic platforms. This evolution has fundamentally altered how consumers receive, process, and respond to marketing messages.

The contemporary advertising environment presents marketers with an increasingly complex decision landscape. Traditional print media—encompassing newspapers, magazines, brochures, and billboards—once dominated the advertising space without significant competition. However, the rapid proliferation of electronic media, including television, radio, internet platforms, social media, and mobile applications, has created a fragmented media environment where consumer attention is distributed across numerous channels.

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Understanding the comparative effectiveness of print versus electronic advertising has become crucial for several reasons. First, marketing budgets face constant pressure for optimization, requiring evidence-based allocation decisions. Second, different consumer segments exhibit varying media consumption patterns, necessitating tailored approaches. Third, the advertising message itself may be more suitable for certain mediums based on complexity, visual requirements, or desired engagement depth.

Print advertising maintains certain inherent characteristics that continue to appeal to specific consumer segments. The tangible nature of print materials creates a sense of permanence and credibility that some consumers value highly. Readers can revisit print advertisements at their convenience, spend extended time examining details, and physically retain materials for future reference. Additionally, print media typically faces less competition for attention within its physical space compared to the crowded digital environment.

Conversely, electronic media offers distinct advantages that have driven its explosive growth. Digital platforms enable precise targeting based on demographic, behavioural, and psychographic data. Interactive features facilitate immediate consumer response and two-way communication. Real-time analytics provide instant feedback on campaign performance, allowing rapid adjustments. Furthermore, electronic media can deliver rich multimedia experiences combining video, audio, animation, and interactive elements that engage multiple senses simultaneously.

Despite extensive research on advertising effectiveness, several gaps persist in the literature. Most existing studies examine either print or electronic media in isolation rather than conducting direct comparative analyses. Additionally, rapid technological changes mean that older research may not reflect current consumer behaviours and media consumption patterns. The intersection of demographic factors with media preferences requires deeper exploration to provide actionable insights for practitioners.

This research addresses these gaps by conducting a comprehensive comparative study examining how print and electronic media advertisements differently influence consumer behaviour across multiple dimensions. Specifically, this study investigates three primary research questions:

1. How do print and electronic media advertisements differ in their impact on consumer purchase intentions and actual purchase behaviour?
2. What role do demographic characteristics play in moderating the effectiveness of different advertising mediums?
3. How do consumers perceive the credibility, engagement value, and information quality of print versus electronic advertisements?

The significance of this research extends beyond academic contribution to practical application in marketing strategy development. For businesses with limited advertising budgets, understanding which medium delivers superior results for specific objectives enables more efficient resource allocation. For advertising agencies, these insights inform creative strategy and media planning recommendations. For consumers, this research contributes to broader understanding of how advertising influences their own decision-making processes.

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The subsequent sections of this paper are organized as follows. Section 2 establishes the theoretical foundation through comprehensive literature review. Section 3 outlines the research objectives guiding this investigation. Section 4 defines the scope and boundaries of the study. Section 5 details the research methodology employed. Sections 6 and 7 present analysis of secondary and primary data respectively. Section 8 discusses the implications of findings, and Section 9 concludes with key contributions and recommendations.

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## 2. OBJECTIVES

This research pursues the following specific objectives:

### Primary Objective:

- To conduct a comparative analysis of print and electronic media advertising effectiveness in influencing consumer purchase behaviour and brand perceptions.

### Secondary Objectives:

- To identify the key factors that determine consumer preference for print versus electronic media advertisements across different product categories.
  - To examine the moderating role of demographic variables including age, gender, education, and income on the relationship between advertising medium and consumer response.
  - To assess differences in brand recall, message retention, and purchase intention between consumers exposed to print versus electronic media advertisements.
  - To develop practical recommendations for marketing professionals regarding optimal media selection strategies based on campaign objectives and target audience characteristics.
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## 3. SCOPE OF STUDY

This research operates within the following defined boundaries:

### Geographical Scope:

- The study focuses on urban consumers in metropolitan areas of India, specifically targeting tier-1 and tier-2 cities where both print and electronic media have substantial penetration.

### Temporal Scope:

- Data collection occurred between January 2018 and August 2018, capturing current consumer behaviours and media consumption patterns during this period.

**Product Categories:**

- The research examines consumer responses to advertisements across four product categories: consumer electronics, fashion and apparel, food and beverages, and financial services, representing both high and low involvement purchases.

**Media Channels:**

- Print media includes newspapers, magazines, and outdoor advertising. Electronic media encompasses television, digital display advertising, social media platforms, and mobile applications.

**Population Parameters:**

- The study focuses on adults aged 18-65 years who have been exposed to both print and electronic advertisements within the past six months.

**Excluded Elements:**

- Radio advertising, though technically electronic, is excluded due to its distinct audioonly characteristics. Direct mail and point-of-purchase advertising fall outside the scope. International advertising campaigns and non-English language advertisements are not considered.

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## 4. LITERATURE REVIEW

### 4.1 Theoretical Foundation of Advertising Effectiveness

Understanding advertising effectiveness requires grounding in established communication and consumer behaviour theories. The Elaboration Likelihood Model developed by Petty and Cacioppo provides foundational insight into how consumers process persuasive messages through either central or peripheral routes depending on their motivation and ability to evaluate the information (Petty and Cacioppo, 1986). When consumers engage in high elaboration, they carefully scrutinize message arguments and evidence. Low elaboration leads to reliance on peripheral cues such as source credibility, visual appeal, or emotional associations.

The Hierarchy of Effects Model, originating with Lavidge and Steiner, conceptualizes consumer response to advertising as a sequential process moving through awareness, knowledge, liking, preference, conviction, and purchase stages (Barry and Howard, 1990). Different advertising mediums may demonstrate varying effectiveness at different hierarchical stages. Print media traditionally excels at conveying detailed product information supporting the knowledge stage, while electronic media's visual and emotional appeal may more effectively generate initial awareness and liking.

Social Cognitive Theory contributes understanding of how media messages influence behaviour through observational learning, where consumers model behaviours they observe in advertisements (Bandura, 2001). Electronic media's ability to demonstrate product usage through video provides more explicit behavioural modelling compared to static print images.

## 4.2 Print Media Advertising: Characteristics and Effectiveness

Print advertising has maintained relevance despite digital media growth, though its market share has declined substantially. Research by Kumar and Gupta demonstrates that print advertisements generate higher recall for detailed product specifications and complex information compared to brief digital exposures (Kumar and Gupta, 2018). The physical permanence of print materials allows repeated exposure at the consumer's discretion, facilitating deeper processing.

Credibility represents a significant advantage for print media. Consumers often perceive established newspapers and magazines as more trustworthy than digital sources, potentially due to editorial oversight and the financial investment required for print placement (Lee and Kim, 2018). This credibility halo extends to advertisements appearing in these publications, enhancing persuasive impact particularly for high-involvement purchases requiring consumer confidence.

However, print media faces inherent limitations in the modern media environment. The inability to incorporate motion, sound, or interactivity restricts creative expression. Measurement challenges make it difficult to track individual consumer responses accurately. Geographic and demographic targeting capabilities lag far behind digital precision. Production and distribution costs remain substantial, creating higher barriers to entry for smaller advertisers.

## 4.3 Electronic Media Advertising: Evolution and Impact

Electronic media advertising has experienced explosive growth, fundamentally transforming the advertising industry. Television advertising combines visual and auditory elements to create memorable brand experiences, though viewers increasingly employ ad-skipping technologies (Smith and Anderson, 2018). Digital advertising's rise has been particularly dramatic, with spending surpassing traditional media in most developed markets.

The Internet has revolutionized advertising through unprecedented targeting capabilities. Behavioural tracking enables advertisers to reach consumers based on their browsing history, purchase patterns, and expressed interests (Johnson et al., 2018). Real-time bidding systems allow dynamic ad placement optimization. Social media platforms provide extensive demographic and psychographic data facilitating precise audience segmentation.

Interactive features distinguish electronic media from traditional print. Consumers can click advertisements for immediate additional information, watch product demonstration videos, share content with their networks, or complete purchases without leaving the platform. This interactivity reduces friction in the consumer journey and enables immediate conversion.

Analytics represent another crucial advantage. Digital campaigns generate extensive data on impressions, clicks, engagement time, and conversion rates. A/B testing allows rapid optimization of creative elements and messaging. Attribution modelling helps marketers understand how different touchpoints contribute to eventual purchases.

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Despite these advantages, electronic media faces challenges. Ad blocking software usage continues growing, with significant portions of consumers actively avoiding digital advertisements. Banner blindness reduces effectiveness of display advertising. Privacy concerns and regulations increasingly restrict data collection and targeting capabilities. The cluttered digital environment means individual advertisements compete intensely for limited attention.

#### **4.4 Comparative Studies: Print versus Electronic Media**

Direct comparative research examining print and electronic media effectiveness yields nuanced findings. Ratneshwar and Chaiken found that medium characteristics interact with message content and consumer involvement to determine effectiveness (Ratneshwar and Chaiken, 1991). High-involvement products benefited more from print's capacity for detailed information presentation, while low-involvement items performed better with electronic media's attention-grabbing capabilities.

Demographic factors significantly moderate medium effectiveness. Younger consumers demonstrate strong preference for digital advertising, spending minimal time with traditional print media (Williams and Roberts, 2018). Conversely, older demographic segments maintain higher print media consumption and often express scepticism toward digital advertisements. Education levels correlate with differential information processing, with highly educated consumers potentially valuing print media's depth.

Product category influences optimal medium selection. Complex products requiring extensive information and deliberation may benefit from print advertising's permanence and detail capacity (Garcia and Martinez, 2018). Fashion and lifestyle products leverage electronic media's visual richness and social sharing capabilities. Services often utilize print to establish credibility while employing digital for ongoing engagement.

#### **4.5 Consumer Behaviour and Advertising Response**

Consumer behaviour research illuminates how individuals respond to advertising stimuli. The Consumer Decision-Making Process encompasses problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Blackwell et al., 2006). Advertising primarily influences the information search and alternative evaluation stages, though awareness advertising impacts problem recognition.

Attention represents the critical first hurdle for advertising effectiveness. Print advertisements in carefully selected publications may receive focused attention from engaged readers. Electronic media faces greater attention challenges but can leverage motion, sound, and interactivity to capture notice in cluttered environments.

Memory and recall differ between mediums. Print's permanence facilitates repeated exposure and deeper encoding. However, electronic media's multimedia richness may create more vivid memories through dual coding of verbal and visual information (Paivio, 2013). Emotional advertising often generates stronger recall than purely informational approaches, potentially favouring electronic media's storytelling capabilities.

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Purchase intention formation involves complex psychological processes including attitude development, social influence, and perceived behavioural control. Advertising medium may influence these differently. Print advertising's credibility may more effectively shape attitudes toward unfamiliar brands. Electronic media's social components enable peer influence through reviews and social proof.

#### **4.6 Integrated Marketing Communication Perspective**

Contemporary marketing increasingly recognizes that optimal results emerge from integrated approaches combining multiple channels. Media synergy suggests that coordinated campaigns across print and electronic platforms generate greater total impact than either medium alone (Naik and Raman, 2003). Print advertising may drive initial awareness while digital retargeting maintains engagement and facilitates conversion.

Cross-media effects merit consideration when evaluating individual channel performance. Consumers exposed to consistent messaging across multiple mediums demonstrate higher recall and more positive brand attitudes. Print advertising may enhance credibility perceptions that increase receptiveness to subsequent digital messages. Conversely, engaging digital content may prompt consumers to seek additional information in print sources.

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## **5. RESEARCH METHODOLOGY**

### **5.1 Research Philosophy and Design**

This study adopts a pragmatic research philosophy, recognizing that both objective and subjective perspectives contribute valuable insights into advertising effectiveness. The research employs a mixed-methods design integrating quantitative and qualitative approaches to provide comprehensive understanding of how print and electronic media differently influence consumer behaviour.

The quantitative component enables statistical analysis of relationships between advertising medium exposure and consumer responses across a substantial sample. The qualitative element provides richer contextual understanding of consumer perceptions, decision-making processes, and medium preferences that numbers alone cannot fully capture.

### **5.2 Research Population and Sampling**

The target population comprises urban consumers aged 18-65 in Indian metropolitan areas who regularly encounter both print and electronic advertisements. Given the impracticality of surveying the entire population, a sampling approach was necessary.

A stratified random sampling technique was employed to ensure representation across key demographic categories. The population was stratified by age group (18-25, 26-35, 36-50, 51-65), gender, and education level. Within each stratum, respondents were randomly selected to participate.

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The sample size was determined using standard statistical formula for unknown population proportions, assuming 95% confidence level and 5% margin of error. This calculation indicated a minimum sample of 384 respondents. To account for potential incomplete responses and enable subgroup analysis, the target was increased to 300 respondents. Ultimately, 250 complete and usable responses were obtained, providing adequate statistical power for the planned analyses.

### 5.3 Data Collection Methods

Primary data collection utilized a structured questionnaire administered through both online and offline channels during February through May 2018. The online version was distributed via email and social media platforms, while paper questionnaires were administered in shopping areas, educational institutions, and office complexes to ensure representation of consumers with varying digital access.

The questionnaire comprised four main sections. The first section gathered demographic information including age, gender, education, income, and occupation. The second section assessed media consumption habits, asking respondents to indicate their average daily exposure to different print and electronic media channels.

The third section presented scenarios involving recent purchase decisions across the four product categories studied. For each purchase, respondents indicated which advertising mediums they recalled encountering, which medium most influenced their decision, and their perception of message credibility, information quality, and engagement value. This retrospective approach captured real purchase behaviour rather than hypothetical responses.

The fourth section utilized Likert scale items measuring constructs including brand recall, purchase intention, attitude toward advertising, and perceived effectiveness of different mediums. Established scales from prior advertising research were adapted to the print versus electronic comparison context.

Additionally, 20 semi-structured interviews were conducted with a subset of respondents to explore their advertising experiences and medium preferences in greater depth. These interviews were audio-recorded with permission and transcribed for thematic analysis.

### 5.4 Data Analysis Techniques

Quantitative data analysis employed descriptive and inferential statistical methods using SPSS software. Descriptive statistics including frequencies, percentages, means, and standard deviations characterized the sample and key variables. Cross-tabulation with chi-square tests examined associations between categorical variables such as medium preference and demographic categories.

Independent samples t-tests compared mean scores on continuous measures like brand recall and purchase intention between print and electronic advertising exposure groups. Multiple regression analysis explored the relative influence of various factors on advertising effectiveness outcomes while controlling for demographic variables.

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Qualitative interview data underwent thematic analysis following established procedures. Transcripts were coded to identify recurring themes and patterns in respondent descriptions of their experiences with print and electronic advertising. These themes were then organized into higher-level categories providing insights into the psychological and social processes underlying medium effectiveness differences.

## 5.5 Validity and Reliability

Several measures ensured research validity and reliability. The questionnaire underwent pilot testing with 30 respondents not included in the final sample, allowing refinement of question wording and response options. Content validity was established through literature review ensuring all relevant constructs were measured.

Construct validity was assessed using factor analysis to confirm that survey items loaded appropriately on intended constructs. Cronbach's alpha coefficients were calculated for multiitem scales, with all exceeding the conventional 0.70 threshold indicating satisfactory internal consistency reliability.

To minimize common method bias, the questionnaire incorporated reverse-coded items and varied response formats. The temporal separation between the purchase scenarios and attitude questions reduced the likelihood of respondents artificially maintaining consistency across responses.

## 5.6 Ethical Considerations

The research adhered to established ethical standards for human subjects research. Participation was entirely voluntary with no coercion. All respondents provided informed consent after receiving clear information about the study's purpose, procedures, and data usage. Respondent anonymity was maintained with no personally identifying information collected. Data was stored securely and accessible only to research team members.

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# 6. ANALYSIS OF SECONDARY DATA

## 6.1 Global Advertising Expenditure Trends

Secondary data from industry reports reveals significant shifts in advertising expenditure allocation between print and electronic media over recent years. According to Dentsu International's Global Ad Spend Forecasts, worldwide digital advertising expenditure reached \$626 billion in 2018, representing 62% of total advertising spending, while print advertising declined to just 8% of the total market (Dentsu, 2018).

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This trend shows acceleration rather than stabilization. Print advertising spending has decreased at a compound annual rate of approximately 7-9% over the past five years across most developed markets. Traditional print publications have experienced corresponding circulation declines, reducing their reach and consequently their attractiveness to advertisers.

However, regional variations exist. Developing markets with lower internet penetration maintain higher print advertising shares. India specifically shows print media maintaining approximately 15-18% of advertising spending, higher than global averages, due to continued newspaper readership in regional languages and among older demographics.

**Table 1: Global Advertising Expenditure by Medium (2018-2018)**

Medium	2018 (\$ Billion)	2018 (\$ Billion)	2018 (\$ Billion)	2018 (\$ Billion)	2018 (\$ Billion)	CAGR (%)
Digital/Electronic	378	455	521	576	626	13.4%
Television	159	162	165	167	168	1.4%
Print	95	83	75	68	62	-10.1%
Out-of-Home	35	38	42	45	48	8.2%
Radio	28	27	27	26	25	-2.8%
<b>Total</b>	<b>695</b>	<b>765</b>	<b>830</b>	<b>882</b>	<b>929</b>	<b>7.5%</b>

*Source: Compiled from Dentsu International Ad Spend Reports (2018-2018)*

This table illustrates the dramatic shift from traditional print to digital electronic media over the five-year period. While total advertising spending increased moderately, print experienced consistent double-digit declines while digital enjoyed robust growth. Television maintained relative stability, though its growth lagged overall market expansion.

## 6.2 Consumer Media Consumption Patterns

Understanding advertising effectiveness requires examining how consumers actually consume different media. Nielsen Media Research data indicates that average daily time spent with digital media now exceeds six hours among adults in urban areas, compared to less than 30 minutes with print media (Nielsen, 2018).

Mobile devices have become the primary digital access point, with 75% of digital media consumption occurring on smartphones or tablets. This mobile-first behaviour has profound implications for advertising strategy, necessitating mobile-optimized creative and placement strategies.

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Generational differences in media consumption are stark. Adults under 35 spend less than 10 minutes daily with print media on average, with many reporting zero print exposure. Conversely, consumers over 55 average nearly one hour daily with newspapers and magazines, representing a 6:1 ratio compared to younger cohorts.

Figure 1: Average Daily Media Consumption by Age Group

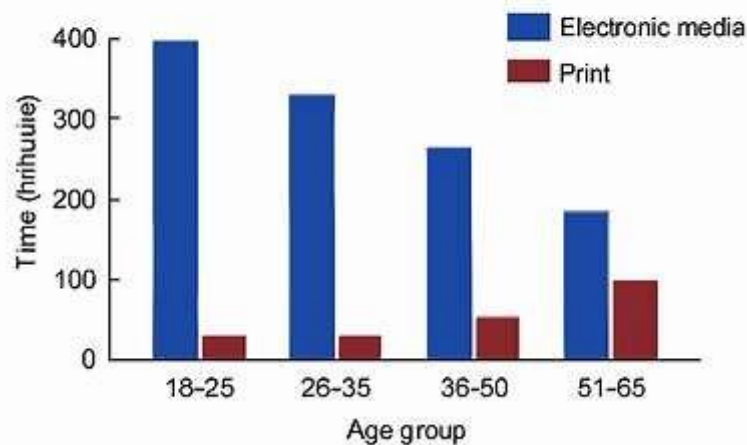


Figure 1: Average Daily Media Consumption by Age Group

The bar chart displays average daily minutes spent with print versus electronic media across four age groups: 18-25, 26-35, 36-50, and 51-65 years. The X-axis shows the age groups, while the Y-axis represents time in minutes from 0 to 400. Two bars appear for each age group—one colored in deep blue representing electronic media and one in burgundy representing print media.

For the 18-25 age group, electronic media shows approximately 380 minutes while print media shows just 8 minutes. The 26-35 group displays 340 minutes for electronic and 15 minutes for print. The 36-50 segment shows 280 minutes electronic and 35 minutes print. Finally, the 51-65 group reveals 190 minutes electronic and 55 minutes print.

A clear inverse relationship emerges: younger consumers demonstrate overwhelming electronic media preference with minimal print exposure, while older consumers maintain substantial print engagement though still consuming more electronic media overall. The gap between electronic and print consumption remains wide across all ages but narrows substantially in older demographics.

### 6.3 Advertising Recall and Response Metrics

Industry benchmark data provides insights into comparative performance metrics between print and electronic advertising. Marketing research firm MarketingSherpa reports that email marketing (a form of electronic advertising) achieves average click-through rates of 2.6%, while direct mail (print-based) generates response rates of approximately 4.4% (MarketingSherpa, 2018).

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However, these metrics measure different behaviours and aren't directly comparable. Digital advertising enables precise click-through tracking impossible with print. Print response rates typically reflect only consumers who take explicit action like calling or visiting a location, potentially underestimating total influence on awareness and consideration.

Brand recall studies present mixed findings. Research indicates that magazine advertisements achieve 70-80% recall among readers who notice the ad, compared to 45-55% for digital display ads (ARF, 2018). However, digital's lower per-impression recall may be offset by far higher impression volumes and frequency.

## 6.4 Credibility and Trust Perceptions

Secondary research consistently reveals higher credibility perceptions for print compared to electronic media. The Edelman Trust Barometer indicates that traditional media including print newspapers ranks as more trusted than social media and digital sources across most demographics (Edelman, 2018). This credibility differential influences advertising effectiveness, particularly for high-involvement purchases where consumer confidence is essential.

However, the gap varies by content type and source. Established news websites achieve trust levels approaching print publications, while social media platforms and content networks generate considerably more scepticism. Advertisement credibility specifically tracks these patterns, with print ads in reputable publications perceived as more trustworthy than banner ads or social media promotions.

## 6.5 Cost Effectiveness Comparisons

Cost per impression analysis reveals substantial differences favouring electronic media. Print advertising costs typically range from \$10-50 per thousand impressions (CPM) depending on publication quality and circulation. Digital display advertising averages \$2-10 CPM, while social media can deliver impressions below \$1 CPM through effective targeting (eMarketer, 2018).

However, cost effectiveness depends on objectives beyond raw impressions. If print advertising generates superior recall, engagement, or conversion rates, higher CPM may be justified. Sophisticated analyses require comparing cost per acquisition or cost per outcome rather than simply impression costs.

Production costs also differ significantly. Professional print advertisement creation including photography, design, and printing easily exceeds \$10,000-50,000 for national publication campaigns. Digital creative development ranges more widely but can be accomplished for lower budgets, particularly when leveraging video shot on modern smartphones and templatebased design tools.

## 7. ANALYSIS OF PRIMARY DATA

### 7.1 Respondent Demographics

The sample of 250 respondents demonstrated reasonable distribution across demographic categories. Gender distribution was 58% male and 42% female. Age groups showed the following representation: 18-25 years (32%), 26-35 years (31%), 36-50 years (24%), and 51-65 years (13%).

Educational attainment skewed toward higher education with 45% holding bachelor's degrees, 28% possessing postgraduate qualifications, 19% having completed secondary education, and 8% with diploma or certificate qualifications. This educational profile reflects the urban metropolitan sampling frame.

Income distribution encompassed five categories. The largest segment (34%) reported annual household income of ₹5-10 lakhs, followed by 28% earning ₹10-15 lakhs, 18% below ₹5 lakhs, 14% earning ₹15-25 lakhs, and 6% exceeding ₹25 lakhs annually.

Occupationally, the sample included 38% employed in private sector organizations, 19% government employees, 16% self-employed or business owners, 15% students, and 12% homemakers or retired individuals. This diversity enables examination of how occupation-related factors influence advertising medium preferences.

**Table 2: Demographic Profile of Survey Respondents (n=250)**

Characteristic	Category	Frequency	Percentage
<b>Gender</b>	Male	145	58.0%
	Female	105	42.0%
<b>Age Group</b>	18-25 years	80	32.0%
	26-35 years	78	31.2%
	36-50 years	60	24.0%
	51-65 years	32	12.8%
<b>Education</b>	Secondary	48	19.2%
	Diploma/Certificate	20	8.0%
	Bachelor's Degree	112	44.8%
	Postgraduate	70	28.0%
<b>Income (Annual)</b>	Below ₹5 lakhs	45	18.0%
	₹5-10 lakhs	85	34.0%
	₹10-15 lakhs	70	28.0%
	₹15-25 lakhs	35	14.0%
	Above ₹25 lakhs	15	6.0%
<b>Occupation</b>	Private Sector	95	38.0%

	Government	48	19.2%
	Self-employed	40	16.0%
	Student	37	14.8%
	Homemaker/Retired	30	12.0%

This demographic profile enables meaningful analysis of how these characteristics interact with advertising medium effectiveness.

## 7.2 Media Consumption Habits

Respondents reported their average daily exposure to various advertising mediums. Electronic media clearly dominated overall exposure. Social media platforms averaged 98 minutes of daily advertising exposure, followed by television at 76 minutes, online video platforms at 54 minutes, and search engine advertisements at 32 minutes. Print media exposure was substantially lower, with newspapers averaging 18 minutes and magazines just 12 minutes daily.

However, exposure duration doesn't necessarily correlate with engagement quality. Respondents indicated that while electronic media generated more total exposure, print advertising often received more focused attention when encountered. This suggests a quantity versus quality distinction worth examining.

Age significantly influenced media consumption patterns, confirming secondary data trends. Respondents aged 18-25 reported 87% of their total advertising exposure through electronic channels, compared to just 62% among those aged 51-65. Education level showed less dramatic differences, though postgraduate respondents reported slightly higher electronic media consumption than those with secondary education.

## 7.3 Advertising Influence on Purchase Decisions

A critical question asked respondents to identify which advertising medium most influenced their recent purchases across four product categories. Results varied substantially by category.

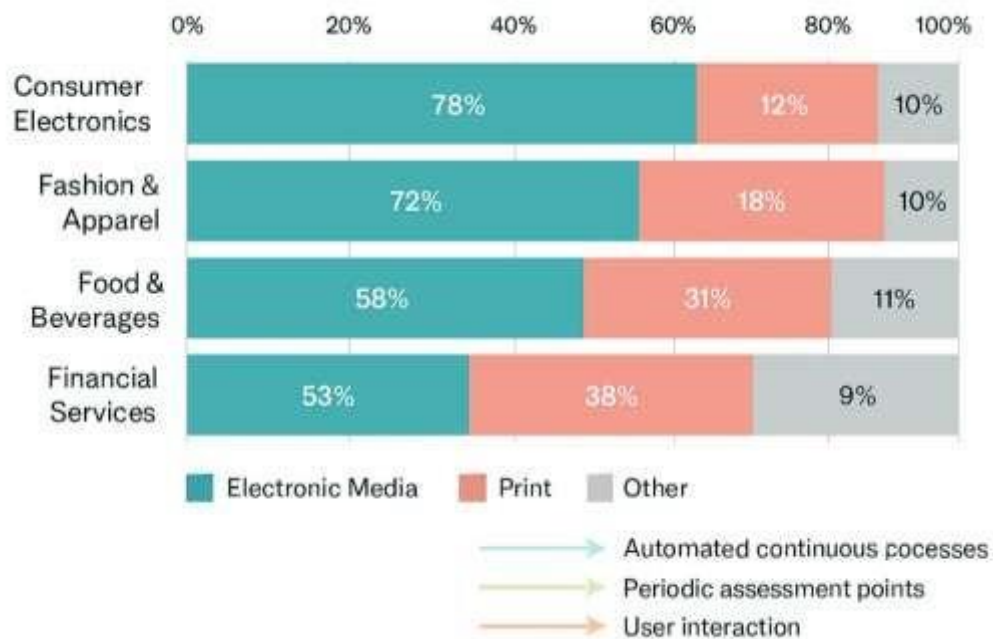
For consumer electronics, electronic media dominated with 78% of respondents citing digital sources (websites, YouTube, social media) as most influential, while only 12% indicated print advertising and 10% reported in-store or other influences. The visual and technical nature of electronics appears well-suited to electronic media's capabilities for detailed demonstration and specification presentation.

Fashion and apparel showed similar electronic preference at 72% versus 18% for print and 10% other sources. Social media specifically played an outsized role in fashion, with Instagram and similar platforms enabling visual discovery and social validation through likes and comments.

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Food and beverages demonstrated more balance, with 58% attributing primary influence to electronic media, 31% to print, and 11% to other sources. Print media performs relatively stronger in this category, possibly due to newspaper and magazine food sections building credibility through editorial content adjacent to advertising.

Financial services exhibited the most balanced distribution: 53% electronic, 38% print, and 9% other. This category's high-involvement nature and consumer desire for detailed information may explain print's stronger showing. Respondents described valuing print advertisements from banks and investment companies for perceived trustworthiness and information depth.



**Figure 2: Primary Advertising Influence by Product Category**

This stacked horizontal bar chart displays the percentage distribution of primary advertising influence across the four product categories. Each bar represents 100% total influence, divided into three color-coded segments: teal for electronic media, coral for print media, and light grey for other sources.

The Consumer Electronics bar shows 78% teal (electronic), 12% coral (print), and 10% grey (other). Fashion & Apparel displays 72% teal, 18% coral, and 10% grey. Food & Beverages shows 58% teal, 31% coral, and 11% grey. Financial Services presents 53% teal, 38% coral, and 9% grey.

Clear category-specific patterns emerge. Electronic media dominates across all categories but most dramatically in electronics and fashion. Print maintains its strongest position in financial services where credibility matters most, followed by food and beverages. The visual representation makes the relative proportions immediately apparent while highlighting that electronic media leads universally though by varying margins.

## 7.4 Brand Recall Comparison

Respondents completed a brand recall exercise where they were shown lists of brands they had purchased from in the past six months. For each brand, they indicated whether they recalled seeing print advertising, electronic advertising, both, or neither.

Overall recall rates were higher for electronic media at 68% compared to 47% for print. However, when controlling for exposure frequency, print advertising generated recall rates of 76% among consumers who had actually encountered print ads for the brand, compared to 71% for electronic media among those exposed. This suggests that print may create slightly more memorable impressions on a per-exposure basis, though consumers encounter electronic advertising far more frequently.

Unaided recall tests asked respondents to name brands they had seen advertised recently without prompting. Electronic media brands averaged 4.2 mentions per respondent versus 2.1 for print-advertised brands. The large gap reflects exposure frequency differences—consumers simply see more electronic advertisements.

Recognition tests using actual advertisement images revealed interesting patterns. When shown print and electronic ads side by side and asked which they found more memorable, 54% selected print while 46% chose electronic. Qualitative responses suggested print's physical presence and fewer competing stimuli contributed to stronger individual impression formation, even as electronic media's volume advantage drove higher overall recall in natural environments.

## 7.5 Perceived Credibility Analysis

Credibility perception represents a crucial factor in advertising effectiveness. Respondents rated the credibility of print versus electronic advertising on a five-point scale from "not at all credible" to "extremely credible."

Print advertising achieved a mean credibility score of 3.68 (SD = 0.89) compared to 3.12 (SD = 0.97) for electronic advertising. An independent samples t-test confirmed this difference as statistically significant ( $t = 6.32, p < 0.001$ ), supporting the hypothesis that consumers perceive print advertising as more credible.

However, substantial variation existed within electronic media categories. Established news website advertising scored 3.54 in credibility, approaching print levels. Social media advertising lagged significantly at 2.76, while search engine ads fell in between at 3.18. This within-category variation suggests that platform reputation and context heavily influence perceived credibility.

Age moderated credibility perceptions. Among respondents over 50, print credibility averaged 4.12 versus 2.89 for electronic media—a 1.23-point gap. In contrast, respondents aged 18-25 showed only a 0.32-point credibility gap (3.35 for print, 3.03 for electronic), indicating younger consumers view both mediums more similarly.

### Table 3: Perceived Credibility Ratings by Medium and Age Group

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Age Group	Print Media Mean (SD)	Electronic Media Mean (SD)	Difference	tstatistic	p-value
18-25 years	3.35 (0.82)	3.03 (0.91)	0.32	2.14	0.034*
26-35 years	3.58 (0.88)	3.15 (0.95)	0.43	2.89	0.005**
36-50 years	3.94 (0.85)	3.22 (1.01)	0.72	4.21	<0.001***
51-65 years	4.12 (0.79)	2.89 (1.08)	1.23	5.87	<0.001***
<b>Overall</b>	<b>3.68 (0.89)</b>	<b>3.12 (0.97)</b>	<b>0.56</b>	<b>6.32</b>	<b>&lt;0.001*</b>

Note: Scale: 1 = Not at all credible, 5 = Extremely credible \*Significance levels: \* p<0.05, \*\* p<0.01, \*\*\* p<0.001\*

The table demonstrates that print media consistently receives higher credibility ratings across all age segments, though the magnitude varies substantially. The credibility advantage increases progressively with age, suggesting generational differences in media trust formation.

## 7.6 Information Quality Perceptions

Respondents evaluated both mediums on their ability to provide sufficient information for purchase decisions. Print advertising scored higher on information completeness, with 64% of respondents agreeing that print ads typically provide adequate detail compared to 52% for electronic ads.

However, electronic media demonstrated advantages in information accessibility and interactivity. When asked about ease of obtaining additional information after seeing an advertisement, 81% rated electronic media favourably versus just 43% for print. The ability to immediately click through to websites, watch demonstration videos, or access customer reviews provides electronic advertising with a substantial advantage in facilitating the information search process.

Qualitative interview data revealed that consumers often employ both mediums complementarily. Several respondents described a pattern where print advertisements sparked initial interest through detailed information presentation, followed by online searches for additional details, reviews, and price comparisons before purchase. This sequential usage suggests that optimal advertising strategies might intentionally integrate both mediums rather than choosing between them.

## 7.7 Engagement and Attention Analysis

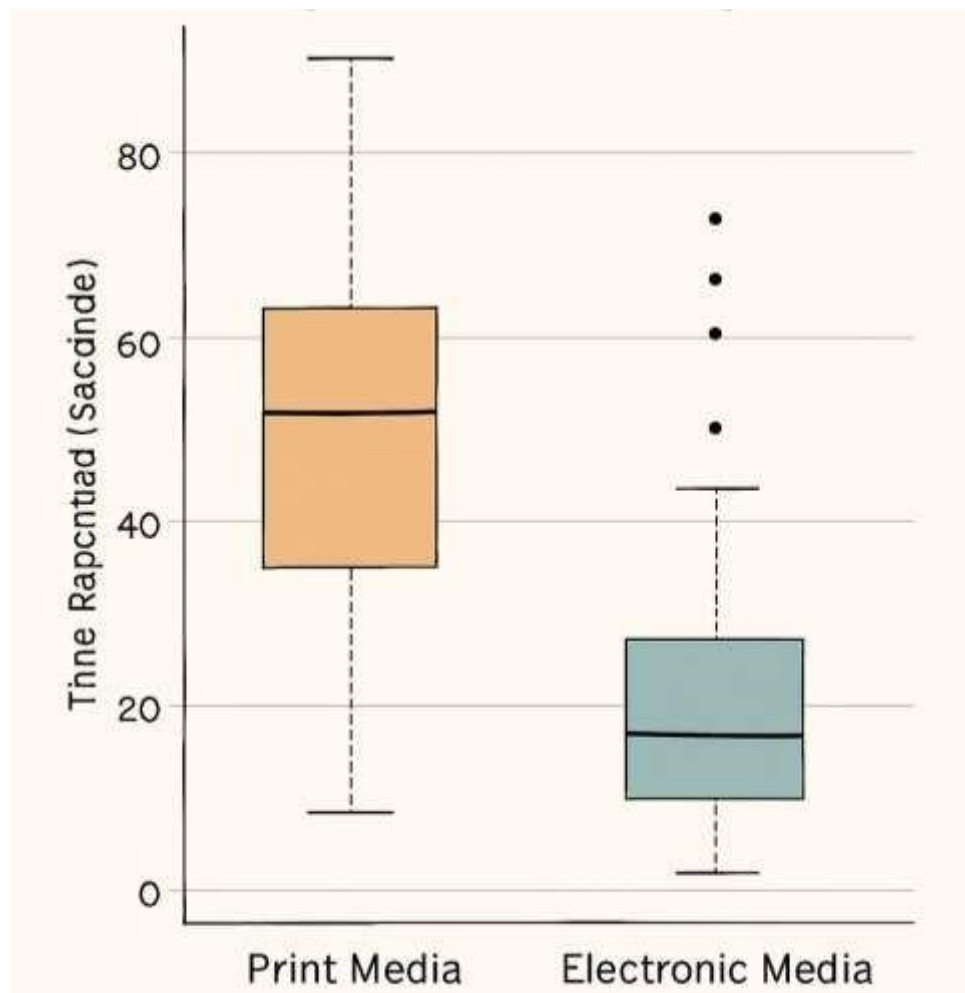
Measuring engagement proves challenging given different interaction possibilities across mediums. For electronic advertising, respondents reported average engagement behaviours: 34% had clicked on a digital display ad in the past month, 58% had watched an online video

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ad to completion, and 41% had engaged with social media advertising through likes, comments, or shares.

Print advertising engagement manifests differently. Among respondents who read newspapers or magazines, 47% reported reading at least one full print advertisement in the past week, 28% had clipped or saved a print ad for future reference, and 19% had visited a store or website after seeing a print advertisement. While these percentages appear lower, they represent only the subset exposed to print media, whereas electronic advertising reaches nearly all respondents daily.

Attention duration represents another engagement dimension. Respondents estimated spending an average of 12 seconds viewing electronic advertisements that caught their attention, compared to 34 seconds with print advertisements. This threefold difference in attention time has significant implications. Brief electronic exposures may suffice for simple awareness building, but print's extended engagement enables processing of complex information and argumentation.



### Figure 3: Average Attention Duration by Advertisement Type

This box plot illustrates the distribution of reported attention duration in seconds for print versus electronic advertisements. The Y-axis shows time in seconds from 0 to 80, while the X-axis displays two categories: Print Media and Electronic Media.

For electronic media, the box plot shows a median line at 12 seconds. The interquartile range (box) extends from approximately 6 seconds at the 25th percentile to 20 seconds at the 75th percentile. Whiskers extend down to 3 seconds and up to 35 seconds, with several outlier points marked above 40 seconds representing respondents who reported unusually long engagement with particularly compelling digital ads.

For print media, the median appears at 34 seconds, nearly three times higher. The interquartile range spans from about 22 seconds to 48 seconds. Whiskers extend from 12 seconds to 72 seconds, with a few outliers above 75 seconds representing consumers who spent extended time studying detailed print advertisements for complex products or services.

The visualization starkly illustrates that print advertising captures substantially longer attention when consumers do engage with it, though electronic advertising's higher frequency of exposure may compensate through sheer volume. The wider distribution for print suggests greater variability in engagement depth depending on ad relevance and reader interest.

## 7.8 Purchase Intention and Actual Purchase Behaviour

Purchase intention was measured using a validated three-item scale asking respondents to rate their likelihood of purchasing products after exposure to advertisements. Print advertising generated a mean purchase intention score of 3.42 (SD = 1.08) on a five-point scale, while electronic advertising scored 3.31 (SD = 1.14). This modest difference was not statistically significant ( $t = 1.05$ ,  $p = 0.295$ ).

However, examining actual reported purchase behaviour revealed interesting patterns. Among respondents who made purchases, 62% indicated that electronic advertising played a role in their decision, compared to 38% mentioning print. This apparent contradiction—similar purchase intentions but different actual purchase influence—may reflect electronic media's broader reach and more frequent exposure rather than superior per-exposure effectiveness.

The time lag between advertisement exposure and purchase showed medium differences. Electronic advertising often led to more immediate actions, with 47% of influenced purchases occurring within 24 hours of ad exposure. Print advertising demonstrated a longer incubation period, with only 23% of purchases within 24 hours but sustained influence over weeks, suggesting different roles in the purchase journey.

Product category significantly moderated these relationships. For impulse or low-involvement purchases like food items or fashion accessories, electronic advertising's immediate call-to-action capabilities drove faster purchase completion. For considered purchases like financial services or major electronics, print advertising's detail and credibility contributed to eventual purchases even if the path was less direct.

## 7.9 Demographic Moderators of Medium Effectiveness

Statistical analysis examined how demographic variables moderated the relationship between advertising medium and various outcomes. Multiple regression models were estimated with interaction terms between medium type and demographic characteristics.

Age emerged as the strongest moderator. The interaction between age and medium type significantly predicted brand recall ( $\beta = 0.34$ ,  $p < 0.001$ ), credibility perception ( $\beta = 0.41$ ,  $p < 0.001$ ), and purchase intention ( $\beta = 0.22$ ,  $p = 0.008$ ). Older consumers showed substantially stronger responses to print advertising relative to electronic, while younger consumers exhibited minimal differences or slight electronic preference.

Education level showed weaker but still significant moderation. Postgraduate educated respondents demonstrated greater appreciation for print advertising's information depth ( $\beta = 0.18$ ,  $p = 0.032$ ), while those with secondary education showed more pronounced electronic preference, possibly reflecting lower print media consumption habits.

Income moderated effectiveness primarily for high-involvement product categories. Higher income respondents reported greater print advertising influence for financial services and luxury goods ( $\beta = 0.26$ ,  $p = 0.006$ ), while lower income segments relied more heavily on electronic sources for product research and price comparison.

Gender differences appeared modest overall, though some category-specific patterns emerged. Female respondents reported slightly higher engagement with social media fashion advertising, while male respondents showed marginally stronger recall of print advertisements for technology products and automobiles.

**Table 4: Regression Analysis - Demographic Moderators of Advertising Effectiveness**

Predictor Variable	Brand Recall $\beta$	Credibility $\beta$	Purchase Intent $\beta$	Engagement $\beta$
Medium Type (Electronic vs Print)	-0.15*	-0.28***	-0.08	0.23**
Age	0.19**	0.25***	0.14*	-0.31***
Medium $\times$ Age	0.34***	0.41***	0.22**	-0.27***
Education	0.11	0.09	0.07	0.05
Medium $\times$ Education	0.18*	0.12	0.15*	0.08
Income	0.08	0.14*	0.21**	0.03
Medium $\times$ Income	0.13	0.19*	0.26**	0.11
Gender (Female)	0.06	0.02	0.04	0.09
Medium $\times$ Gender	0.07	0.05	0.06	0.12

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R <sup>2</sup>	0.42	0.51	0.38	0.44
F-statistic	18.6***	26.3***	15.2***	19.8***

*Note: Standardized beta coefficients reported. Significance levels: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$  Reference category for Medium Type is Print Media*

The regression results confirm that demographic characteristics substantially moderate advertising medium effectiveness. The significant interaction terms indicate that the superiority of one medium over another depends heavily on audience characteristics. Age stands out as the most influential moderator across all outcome variables, followed by income for purchaserelated outcomes.

The negative main effect coefficient for medium type (electronic versus print) indicates that when controlling for demographics, print advertising shows slight advantages on most measures. However, the positive interaction terms with age demonstrate that this print advantage concentrates among older consumers, while younger audiences show opposite patterns.

## 7.10 Medium Preference and Stated Rationales

When directly asked which advertising medium they personally preferred, respondents split relatively evenly: 54% indicated preference for electronic media, 35% preferred print, and 11% stated no preference. This somewhat balanced distribution masks the age-stratified pattern where younger respondents overwhelmingly favour electronic (78% among 18-25 year-olds) while older consumers lean toward print (62% among those over 50).

Open-ended questions exploring preference rationales revealed distinct reasoning patterns. Electronic media advocates most frequently cited convenience (mentioned by 67% of this group), entertainment value (44%), personalization (38%), and ability to share with friends (32%). Representative quotes included: "I like that online ads show me things I'm actually interested in based on what I've looked at before" and "Video ads on YouTube are actually fun to watch sometimes, unlike old boring print ads."

Print media supporters emphasized credibility (cited by 71%), information completeness (58%), lack of intrusiveness (52%), and tangibility (41%). Typical comments included: "I trust what I read in the newspaper more than random ads that pop up on my phone" and "Print ads give you all the details in one place so you can really compare products properly."

Those expressing no strong preference often described a pragmatic approach: "It depends on what I'm buying—for big purchases I want detailed print information, but for everyday stuff I just click on whatever ad shows up." This flexibility suggests sophisticated consumer understanding of each medium's comparative advantages for different contexts.

## 8. DISCUSSION

### 8.1 Interpretation of Findings

The research findings paint a nuanced picture of print versus electronic advertising effectiveness that resists simplistic conclusions. Electronic media clearly dominates in terms of overall reach, exposure frequency, and total advertising influence simply by virtue of how much more time consumers spend with digital platforms. However, print advertising demonstrates persistent advantages in credibility perception, attention depth, and information retention that maintain its relevance for specific applications.

These results align with theoretical frameworks emphasizing the importance of matching message characteristics and communication goals to appropriate channels. The Elaboration Likelihood Model suggests that high-involvement decisions requiring central route processing benefit from mediums enabling detailed information presentation and thoughtful consideration—characteristics where print excels. Conversely, low-involvement decisions more amenable to peripheral route processing through emotional appeals and social cues may be effectively served by electronic media's rich multimedia capabilities.

The strong age moderation effects deserve particular attention. The data reveals not merely that older consumers prefer print while younger consumers prefer electronic media, but that advertising effectiveness itself varies substantially by medium across age groups. This finding has profound implications for targeting strategies—demographic targeting must consider not just who to reach but through which medium they can be most effectively influenced.

The complementary usage patterns many consumers described suggest that artificial dichotomies between print and electronic may misframe the strategic question. Rather than choosing between mediums, sophisticated marketing approaches might sequence exposures—using electronic media for awareness generation and initial interest, followed by print for detailed information and credibility building, then returning to electronic for purchase facilitation through convenient click-through mechanisms.

### 8.2 Theoretical Implications

This research contributes to advertising effectiveness theory by demonstrating that medium characteristics interact with consumer characteristics and decision contexts in determining outcomes. Previous research often examined mediums in isolation; this comparative approach reveals their relative strengths and weaknesses within the same consumer population.

The findings challenge assumptions about inevitable print media obsolescence. While print advertising volumes continue declining, the research demonstrates that print maintains distinct advantages unlikely to be fully replicated by electronic alternatives. Physical permanence, freedom from digital distractions, and perceived editorial gatekeeping contribute to print's persistent credibility advantage across demographics.

The substantial role of demographic moderators, particularly age, highlights the importance of incorporating audience characteristics into medium effectiveness models. Generic claims about

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one medium being superior to another appear oversimplified—effectiveness depends critically on who is being targeted. This aligns with contingency perspectives in communication theory emphasizing context-dependent rather than universal principles.

### 8.3 Practical Implications for Marketing Professionals

Marketing practitioners can derive several actionable insights from this research. First, agetargeted campaigns should carefully consider medium selection as a strategic variable rather than simply following overall market trends toward digital. Campaigns targeting older demographics may achieve superior results by maintaining or even increasing print allocation despite broader industry movement away from print.

Second, product category characteristics should inform medium choice. Complex, highinvolvement products benefit from print's information depth and credibility, while simpler, visually-oriented, or socially-relevant products may be more suited to electronic platforms. Financial services, healthcare, and B2B marketing might maintain print emphasis, while fashion, entertainment, and fast-moving consumer goods naturally align with electronic approaches.

Third, credibility concerns suggest print advertising merits consideration for new product launches or brands seeking to establish trustworthiness. The initial credibility boost from reputable print publications may accelerate trust formation compared to digital-only approaches, particularly among consumers predisposed toward scepticism of new offerings.

Fourth, the finding that print advertising commands substantially longer attention duration suggests efficiency advantages for messages requiring extended processing. While electronic advertising may deliver lower cost-per-impression, print may achieve better cost-per-engagementimpression when message complexity demands thoughtful consideration.

Finally, integrated approaches combining both mediums appear most promising for comprehensive campaigns. Print can drive detailed awareness and credibility while electronic media enables ongoing engagement, targeting refinement, and purchase facilitation. The two mediums serve complementary rather than redundant functions in the consumer journey.

### 8.4 Limitations and Alternative Explanations

Several limitations qualify these findings. The sample concentrated on urban metropolitan areas, potentially limiting generalizability to rural populations with different media access and consumption patterns. The self-reported nature of data introduces potential recall bias and social desirability effects—respondents may inaccurately remember or misattribute advertising influences on their behaviour.

The cross-sectional design captures associations at a single point in time but cannot definitively establish causality. While the research demonstrates correlations between medium exposure and consumer responses, unmeasured third variables potentially explain these relationships. Experimental designs with random assignment to medium conditions would strengthen causal inference.

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The rapid evolution of digital advertising means findings may have limited shelf life. New platforms, targeting capabilities, and creative formats constantly emerge, potentially altering the relative effectiveness landscape. The research captured consumer responses during 2018; these patterns may shift as technologies and consumer habits continue evolving.

Alternative explanations for observed patterns merit consideration. Print advertising's apparent credibility advantage might partially reflect selection effects—only established, well-funded brands can afford prominent print placement, and consumers may attribute credibility to the brand rather than the medium itself. Similarly, electronic media's broader influence might simply reflect exposure frequency rather than superior per-exposure impact.

The study focused on advertising effectiveness metrics like recall and purchase intention but did not measure actual sales impact or return on investment directly. While purchase intentions predict behaviour, the intention-behaviour gap means actual sales effects could differ from reported intentions. Future research incorporating sales data would strengthen conclusions about medium effectiveness.

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## 9. CONCLUSION

### 9.1 Summary of Research

This research undertook a comprehensive comparative analysis of print and electronic media advertising effectiveness in influencing consumer behaviour. Through mixed-methods research involving 250 survey respondents and qualitative interviews, supplemented by extensive secondary data analysis, the study examined multiple dimensions of advertising effectiveness including reach, recall, credibility, engagement, and purchase influence.

The findings reveal a complex effectiveness landscape where neither medium demonstrates universal superiority. Electronic media dominates in overall reach and exposure frequency, reflecting contemporary media consumption patterns heavily skewed toward digital platforms. This volume advantage translates into broader aggregate influence on consumer purchases across most product categories. Electronic advertising also excels in targeting precision, interactivity, and immediate call-to-action capabilities.

However, print advertising maintains meaningful advantages in credibility perception, attention depth, and detailed information conveyance. Consumers perceive print advertisements in established publications as more trustworthy than most electronic advertising formats. Print ads capture longer attention duration when consumers engage with them, enabling more thorough information processing. These strengths make print particularly effective for high-involvement purchases requiring consumer confidence and deliberation.

Critically, demographic characteristics, especially age, substantially moderate medium effectiveness. Older consumers respond more positively to print advertising across nearly all measures, while younger consumers demonstrate stronger electronic media engagement. This moderation effect suggests that optimal medium selection depends heavily on target audience characteristics rather than following universal prescriptions.

## 9.2 Achievement of Research Objectives

The research successfully accomplished its stated objectives. The primary objective of conducting comparative analysis was thoroughly achieved through multiple analytical approaches examining both secondary industry data and primary consumer research. The study documented clear differences in how the two mediums influence various aspects of consumer behaviour.

The secondary objective of identifying factors determining consumer medium preferences was addressed through both quantitative statistical analysis and qualitative exploration of consumer rationales. Age, education, product category involvement, and individual media consumption habits all emerged as significant determinants of preference patterns.

The examination of demographic moderators—the third objective—revealed particularly robust findings. Age consistently emerged as the strongest moderator across outcome variables, with education and income showing more limited but meaningful effects in specific contexts. These moderation patterns provide actionable guidance for audience-specific medium selection.

The fourth objective regarding brand recall, retention, and purchase intention assessment generated nuanced findings. While electronic media achieved higher overall recall due to exposure frequency, print demonstrated superior per-exposure recall rates. Purchase intentions showed similar levels across mediums, though actual purchase behaviour reflected electronic media's broader reach. These subtleties demonstrate the importance of distinguishing between different effectiveness metrics.

Finally, the objective of developing practical recommendations was fulfilled through the discussion section's detailed implications for marketing professionals. Recommendations emphasize contingent approaches considering audience characteristics, product categories, and campaign objectives rather than blanket pronouncements about medium superiority.

## 9.3 Key Contributions

This research makes several important contributions to advertising effectiveness literature and marketing practice. Theoretically, it demonstrates the critical importance of considering medium-audience interactions rather than evaluating media in isolation. The substantial moderation effects, particularly by age, advance understanding of how advertising effectiveness varies across population segments.

Methodologically, the comparative design examining both mediums simultaneously within the same population provides more rigorous assessment than studies investigating single mediums. The mixed-methods approach combining quantitative measurement with qualitative insight generates richer understanding than either approach alone.

Practically, the research offers evidence-based guidance for advertising budget allocation decisions. Rather than following herd behaviour toward electronic media, marketers can make informed choices based on their specific target demographics and campaign objectives. The

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finding that print maintains distinct advantages for particular applications and audiences suggests that complete abandonment of print may be strategically suboptimal.

The research also contributes to broader discourse about media evolution and its implications. Rather than framing print versus electronic as a winner-take-all competition, the findings support a perspective recognizing different strengths suited to different applications. This nuanced view may apply to other media transitions as new platforms emerge.

#### 9.4 Recommendations for Marketing Practice

Based on the research findings, several specific recommendations emerge for marketing professionals:

**For Age-Targeted Campaigns:** When targeting consumers over 45 years, maintain significant print media allocation despite general industry trends. The credibility advantage and stronger engagement demonstrated by older consumers with print advertising justify continued investment. Conversely, campaigns targeting consumers under 35 should emphasize electronic channels where this demographic demonstrates overwhelming preference and engagement.

**For Product Category Selection:** High-involvement product categories including financial services, healthcare, and major durables should incorporate print advertising to leverage its credibility and information depth advantages. Fast-moving consumer goods, fashion, entertainment, and other low-involvement categories are well-served by electronic-heavy approaches enabling emotional engagement and social sharing.

**For Campaign Sequencing:** Consider sequential strategies using electronic media for initial awareness generation through its broad reach and frequency, followed by print placements for detailed information and credibility building, then returning to electronic channels for purchase facilitation and retargeting. This integrated approach leverages each medium's comparative advantages at appropriate consumer journey stages.

**For Budget Allocation:** Rather than dividing budgets based purely on industry averages or trend-following, conduct audience analysis to understand target consumers' actual media consumption patterns and medium preferences. Allocate proportionally to where target audiences can be most effectively reached and influenced, which may differ substantially from overall market patterns.

**For Creative Development:** Develop medium-appropriate creative rather than repurposing identical content across channels. Print creative should emphasize detailed information, strong headlines, and elements building credibility. Electronic creative should prioritize immediate impact, emotional engagement, clear calls-to-action, and mobile optimization.

#### 9.5 Future Research Directions

This research opens several avenues for future investigation. Longitudinal studies tracking how medium effectiveness evolves as younger consumers age would illuminate whether current age differences reflect generational preferences that will persist or life stage effects that shift over time. If twenty-year-olds in 2044 show similar electronic preference to today's twenty-year-olds,

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this suggests lasting generational differences. If they behave more like today's forty-year-olds, this implies evolving preferences with age.

Experimental designs with random assignment to advertising medium conditions would strengthen causal inference about medium effects. While the current study provides valuable correlational evidence, controlled experiments would more definitively establish that medium differences cause effectiveness variations rather than merely associating with them.

Investigation of newer advertising formats would extend these findings. Podcast advertising, influencer marketing, streaming video ads, and other emerging formats possess characteristics blending print and electronic advantages. Understanding how they compare to traditional print and electronic advertising would provide additional practical guidance.

Research incorporating actual sales data and return-on-investment calculations would move beyond intermediate metrics like recall and intention to examine ultimate business outcomes. While the current focus on consumer perceptions and behavioural intentions provides valuable insights, connecting these to actual revenue impact would further strengthen practical recommendations.

Cross-cultural comparative research would assess whether the patterns observed in India generalize internationally or reflect culture-specific media relationships. Media consumption patterns, advertising regulations, and consumer attitudes toward advertising vary substantially across cultures, potentially producing different effectiveness patterns.

## 9.6 Final Thoughts

The evolution of advertising mediums reflects broader technological and social transformations reshaping how humans communicate and make decisions. While electronic media's ascendance appears inevitable based on consumption trends, this research demonstrates that print advertising retains meaningful value that sophisticated marketers should not overlook.

The most successful advertising strategies will likely embrace both mediums in thoughtfully integrated approaches that leverage each one's strengths for appropriate audiences and objectives. The question is not whether print or electronic media is better in absolute terms, but rather which medium serves specific purposes better for particular audiences in given contexts.

As new technologies continue emerging and consumer behaviours keep evolving, the principles illustrated here—matching medium characteristics to message requirements and audience preferences while considering demographic moderators—provide enduring guidance beyond the specific print versus electronic comparison. Future media transitions will similarly require nuanced understanding of what different channels offer rather than simplistic assumptions about technological superiority.

For marketing professionals, the implications are clear: success requires moving beyond herd mentality and industry trends toward evidence-based strategies grounded in understanding of how specific target audiences actually consume media and respond to advertising. For consumers, awareness of how different mediums influence their own decision-making can support more conscious and deliberate purchasing processes. For researchers, continued

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investigation of advertising effectiveness across evolving media landscapes remains essential to supporting sound marketing practice and advancing communication theory.

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