

Television vs. Internet Advertising: Understanding Consumer Engagement and Effectiveness

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ABSTRACT

Electronic media has gained increasing popularity due to its ability to facilitate social interaction, trade, and global connectivity. However, despite its widespread use for practical purposes, there is limited academic research in this area. The article analysis the consumers perceive and react to advertisements, encompassing their attitudes, behaviors, and intentions. The article suggests that various factors, such as engagement with mobile apps, the accuracy of targeted advertising based on consumer data, creativity of the ads, and types of digital advertisements, influence consumer reactions. Despite the growing importance of online platforms, many advertisers remain hesitant to allocate significant portions of their budgets to digital media, still prioritizing television as a primary brand-building tool. The article offers a comparative analysis of TV and Internet advertising, specifically examining their impact on consumer responses to electronic media advertising.

Keywords: *Electronic media, TV, Internet, Advertising, Consumer Response.*

1. INTRODUCTION:

In essence, everyone has heard the term "advertisement" since they were little. This cannot be avoided, whether one may love or despise it. In essence, it's a task or process that the buyer and seller complete together. It has been utilized for many years to advance and promote company. This is the method that every vendor uses to advertise his company to the general public. To reach a group of people, it essentially uses the phenomena of time and place in mass media. It's a combination of science and art that calls for expertise in research, presentational skills, and knowledge. Due to the scarcity of advertising in the past, it was challenging to grow the business's clientele. The seller and the buyer now, however, are separated by a great distance due to advancements in technology. Nowadays, multimedia and gadgets have made advertising simple. Electronic advertising is the term for this kind of advertising technique (Nilsson et al., 2001).

1.1 Electronic Media Advertisement

Customers can view electronic media advertisements that businesses and service providers distribute on various electronic devices; these commercials, in contrast to print media, are disseminated to a wider audience. Advertisements in electronic media may be used for a number of purposes. Making connections with individuals worldwide is one advantage of employing electronic media marketing. Furthermore, using electronic media advertising on media platforms like television, the internet, or media devices and networks is an inexpensive way for people to work together. These are a handful of the benefits of advertising in electronic media. Global advertising has a big impact on how we conduct our daily lives by encouraging favorable use of electronic media. People are now used to the internet and news apps that are accessible on mobile devices and television channels as a result of global shift. Also, people's lives are being altered by the daily release of new apps. Our everyday lives are impacted by media technologies.

Software technology development has made worldwide relationships between people, groups, and governments simpler. People can view live news, political debates, and breaking news on a variety of websites and smartphone applications, and they can share them with people across the globe thanks to the many electronic media applications. People who use technology infrequently can engage in international networking and communications. New media technologies have affected people and communities in rich nations, but media, especially the internet and cellphones, have also allowed people in developing and transitional nations to join the global community (Nunnally & Bernstein, 1978).

Because of smartphone use and technological advancements in the previous few years, electronic advertising has become increasingly popular. To grow the company, get more well-known, and boost product sales, one might embrace this development. Because the group is connected through the internet, electronic advertising is reaching them very quickly. Because one may find the amount of advertisement within the confines of their

budget and pocketbook, it is highly economical. Additionally, the businessman may target a certain client group according to their preferences, including age, geography, area, and gender. The owner of this kind of advertising is free to choose how they want to target their customers. Web banner advertising and Ad-sense advertising are the two primary categories into which electronic advertising falls.

When a search is done, the first three links that show up are advertisements for businesses and owners who have paid Google and other major search engines to promote their brand and products. These are called AdSense advertisements. As a result, the owner's product will always come up first whenever anything relevant is typed into a search engine pertaining to that specific product. Banner ads on websites: The following categories apply to this kind of advertising:

- A) Wallpaper advertising: Changing the website's background to the selected promotion makes this one of the most common forms of advertising.
- B) Pop-up advertising: When a user clicks on a website, an advertisement for the product automatically opens in a new window.
- C) Floating advertising: The user has the opportunity to click on a floating advertisement that slides across the screen (Deshwal, 2016).

1.2 Types of Electronic Advertising

Electronic advertising refers to the use of digital platforms and technologies to promote products, services, or brands. It has evolved significantly with the rise of the internet and digital media. Below are the main types of electronic advertising:

Display Advertising: Display ads are visual-based ads that appear on websites, apps, or social media platforms. These can include banner ads, pop-up ads, interstitial ads, and video ads.

Search Engine Advertising : Also known as pay-per-click (PPC) or cost-per-click (CPC) advertising, this type of advertising involves paying for ads to appear on search engines (like Google or Bing) when users search for specific keywords.

Social Media Advertising: This includes advertisements placed on social media platforms like Facebook, Instagram, Twitter, LinkedIn, TikTok, and others. These ads can be highly targeted based on user interests, demographics, and behaviors.

Email Marketing: Email marketing involves sending commercial messages directly to individuals via email. These messages can include promotions, newsletters, or product updates.

Affiliate Marketing: Affiliate marketing involves partnering with individuals or companies (affiliates) to promote products.

Video Advertising: Video advertising involves using video content to promote products or services. These ads can be placed on platforms like YouTube, streaming services, or social media.

Native Advertising: Native ads blend seamlessly with the content of the platform they appear on, making them less intrusive than traditional ads.

Mobile Advertising: Mobile advertising involves promoting products or services directly to consumers via their smartphones or tablets. This includes ads in apps, on mobile websites, or within mobile games.

Programmatic Advertising: Programmatic advertising uses automated systems and artificial intelligence to buy and display ads in real-time, targeting specific audiences based on data. This can involve display, video, and social media ads.

Influencer Marketing: Influencer marketing leverages individuals with large followings on social media or blogs to promote products, services, or brands. Social media ads targeting users who have visited a brand's page

Digital Out-of-Home Advertising (DOOH): Digital out-of-home advertising refers to digital billboards and signs placed in public spaces such as malls, airports, or on transportation. These ads can be dynamic and often target specific audiences based on location or time.

Podcast Advertising: Podcast advertising involves promoting products or services through audio ads embedded in podcast episodes. It can be highly targeted based on the podcast's niche or listener demographics.

1.3 Internet vs. TV Advertising: A Brand Building Comparison:

The growing rivalry in business, particularly in the Fast Moving Consumer Goods (FMCG) sector, makes it harder for businesses to capture and hold onto market share. In order to develop and market the product, the corporation must come up with efficient tactics. One of the best ways to tell customers about a product is

through advertising. Promoting the product makes it easier for the business to notify its customers about it. In the modern competition, advertising also plays a significant role.

Advertising often falls into two categories: selling, which aims to persuade you to purchase a product, and branding, which aims to shape your perception of a company. Building a strong brand association can help a business stand out from rivals and eventually sell more items. Examples of such associations include Wal-Mart and affordability, Apple and innovation, and Volvo and safety (Chatterjee et al., 2003).

Despite the Internet's rapid ascent as a medium for advertising over the past ten years, many advertisers still use internet advertising largely as a means of selling, asking direct questions of consumers and placing brand advertisements in other media, especially television.

With its ability to engage viewers on a global scale through the use of sight, sound, and action, television advertising has long been a mainstay of marketing efforts. TV advertisements, one of the more established types of mass media advertising, have long provided marketers with unmatched exposure and the capacity to forge deep, emotional relationships with viewers. From its format and targeting options to its effects on consumer behavior and brand awareness, this section delves into the essential elements and dynamics of television advertising.

Through the use of internet technology, internet advertising has completely changed the marketing landscape by enabling the delivery of customized messages across several platforms and devices. Digital ads, as opposed to traditional TV advertising, provide unmatched flexibility and accuracy in terms of reaching and interacting with viewers. In the current digital-first era, this section explores the essential traits and tactical factors that characterize digital advertising.

Cost

Tens of thousands of dollars would be required for TV advertising, even for a minute of non-prime time airtime. And that does not even account for the cost of production money.

Additionally, when it comes to advertising, SMEs lack the resources, authority, and strong brand equity to compete with massive multinational corporations like Apple or Google.

Since "digital marketing" is such a broad term, it is difficult to assign a precise cost. It can be incredibly cheap; for instance, creating a blog or using email marketing essentially costs nothing. One-year SEO and SEM campaigns or website redesigns are more costly and can go into the \$10,000 range.

Brand Exposure

Depending on the goals and funding, TV advertising campaigns normally run for a maximum of three to six months. Exposure to the brand also disappears when the campaign does.

However, effective digital marketing is truly self-sustaining 24/7, even after the campaign is over!

For instance, even though the amount of traffic to your landing page increases after your online advertising campaign, it will remain online indefinitely and be able to sell your product just as effectively as your best salesperson. This implies that even after the campaign is ended, prospects can still visit it and your "top salesman" can continue to work.

Internet and TV advertisements vary in a few ways. First off, the production and airing costs of TV advertisements are usually more than those of internet ads. This is due to the fact that TV advertisements need a large airtime budget, a production team, and actors. Internet advertisements, on the other hand, may be made and shared rather cheaply. Second, compared to online advertisements, which are frequently participatory, TV advertisements are generally more passive. With TV advertising, viewers can only interact with the advertisement by switching the channel or turning down the sound, even though they are aired to a vast audience. On the other side, internet advertisements provide greater interaction between the advertiser and the viewer by enabling clicking, sharing, and commenting. Thirdly, online advertisements may be targeted more precisely based on user data like browsing history and search queries, whereas TV advertisements are frequently focused on demographics like age and region. In conclusion, TV advertisements are only aired in a specific area and at specific times, which limits their geographic and temporal reach. Conversely, anyone with access to the internet can watch online advertisements at any time, from anywhere in the globe (Kumar et al., 2018)

2. REVIEW OF LITERATURE

Television is one of the most preferred media for advertisers, with spending forecasts rising to \$172.9 billion worldwide in 2021 (Statista, 2020). Given the relevance of television advertising, managers must understand which ad content will be more effective for achieving their communication objectives. Generally, these objectives involve moving consumers along the purchase funnel (Batra and Keller, 2016). Although recent literature has studied the impact of television advertising *spending* across different stages of this funnel (Joo et

al. 2014), Comprehending the marketing strategy in relation to the behavior of consumers across several media platforms is crucial in the modern era of competitive business environments. Given the revolutionary changes occurring in today's media, the researcher has endeavored in this study to obtain a deeper knowledge of how corporate entities' media choices and advertising methods influence consumer behavior. The ways in which consumers use information from different media, including as radio, TV, newspapers, magazines, and the internet, vary greatly. Additionally, there are differences in the qualities of various media and their short- and long-term effects on consumers (Doyle, 1990). TV, for example, provides viewers with excellent audio and visual content. It is therefore more suited for product categories that call for in-person demonstrations (Doyle & Saunde, 1990).

The world in which most people grow up is saturated with mass media, including billboards, television, movies, music, movies, magazines, films, videos, internet, and newspapers (Latif & Abideen, 2011). Due to its far wider exposure than other marketing tools, advertising is known for leaving a lasting impression on viewers. Of the four Ps of the marketing mix—product, pricing, location, and promotion—advertising is a subset of the promotion mix. As a marketing tactic, advertising is a vital instrument for raising a potential customer's awareness of a product before they make a final purchase decision. Marketers have access to mass communication tools such as public relations, sales promotion, and advertising. All media forms of advertising have an impact on viewers, but television is one of the most effective because of its wide distribution, which allows it to affect not only a person's attitude, behavior, way of life, exposure, and eventually even the nation's culture (Latif and Abideen, 2011).

In addition to impacting the complexity of the business environment and drawing attention from customers, the quick development of technology has also created opportunities and difficulties. The study of consumer behavior has become crucial in today's cutthroat corporate environment (Chukwu, et al., 2019). Every aspect of business is now focused on customer behavior, and building relationships with customers costs a lot of money when creating a huge prospectus.

3. OBJECTIVES:

- To Study the Effectiveness of Digital Advertising.
- To Analyze the Factors Influencing Consumer Buying Behavior of Digital Advertising.
- A Comparison Between Television Advertising and Internet Advertising

3.1 Research Methodology:

This study aims to understand how brand equity plays a mediating function in the purchase decisions that consumers make in response to electronic media commercials. The Indian telecommunications sector is included in the study for two reasons: first, it is experiencing a steady decline and is finding it difficult to keep customers; second, telecom businesses are heavily investing in offline and online advertising across a variety of media in order to maintain their customer base. The study's conclusions can therefore help service providers interact with their clients more effectively by using electronic media. For secondary data, information was gathered from websites and subjected to statistical analysis in order to derive study findings. Additionally, a literature review was conducted in order to analyze a list of different electronic household appliances that were utilized in domestic settings.

4. RESULT AND DISCUSSION:

The area of marketing known as "digital marketing" is the use of the Internet and online-based digital technology, including smartphones, desktop computers, and other digital media and platforms, to advertise goods and services. During the 1990s and 2000s, it has drastically changed how companies and brands use technology for marketing. Digital marketing campaigns have become commonplace, utilizing a variety of strategies such as search engine optimization (SEO), search engine marketing (SEM), influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games. This is due to the growing integration of digital platforms into marketing plans and everyday life, as well as the growing trend of people using digital devices instead of physical stores. Digital marketing include non-Internet platforms that offer digital media, including telephones, television, mobile phones (SMS and MMS), and mobile ringtones for when you're on hold. The difference between online and digital marketing is the expansion to non-Internet outlets (Doole et al., 2019).

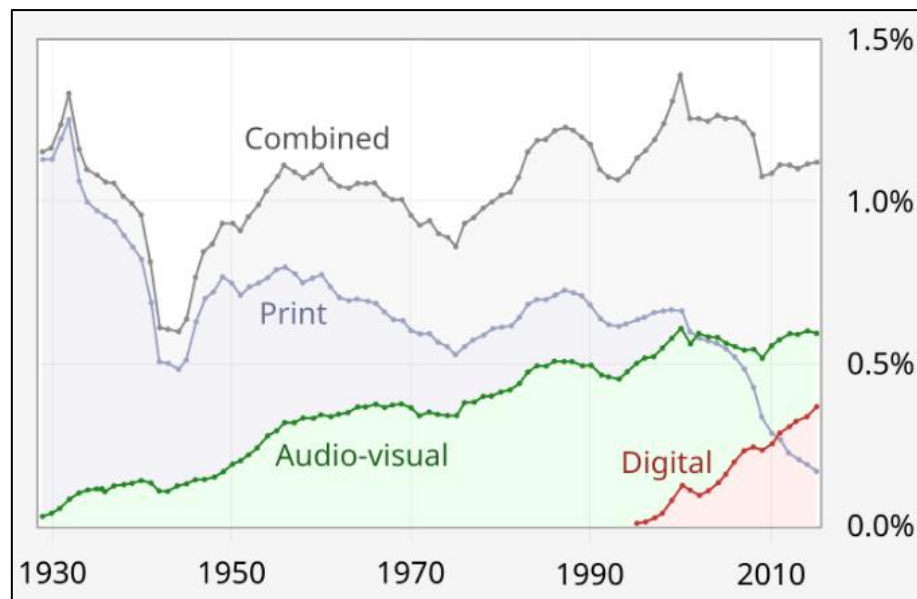


Figure 1: Advertising revenue as a percent of US GDP shows a rise in digital advertising since 1995 at the expense of print media.

Consumer Electronics Advertising Trends:

Consumer electronics will be valued at more than \$1.5 trillion by 2027, according the most recent estimate from Global Market Insights Inc.

A push for smart devices, more energy-efficient products, and investment in other sustainability initiatives are some of the trends that will shape this industry in the upcoming year.

This is a fantastic time to sell major businesses that spend a lot of money on advertising because the electronics market is growing steadily.

Overall Spending and Breakdown Across Formats:

Through October 2021, consumer electronics businesses spent a total of \$2.4 billion. This represents a 61% rise from the previous year (Alghizzawi, 2019).

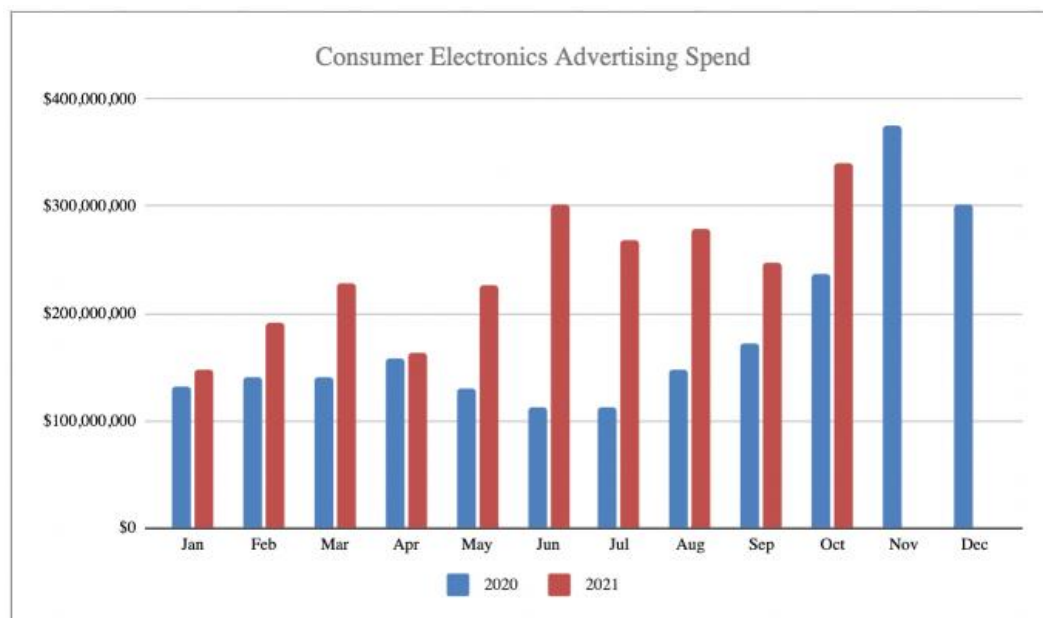


Figure 2: Consumer Electronics Advertising Spends

(Source: <https://dfdnews.com>)

A whopping \$1.3 billion of this amount, or 65% more than the previous year, was spent on digital placements.

TV continued to grow. The amount spent in this format went grown by 80% to \$958.6 million.

Print expanded as well, albeit more slowly. Over the previous year, print had a 19% increase in spending, totaling \$145.2 million.

Number of Advertisers

Compared to 6,250 marketers who spent \$1.5 billion in 2020, 6,750 advertisers spent \$2.4 billion in 2021.

Advertiser Retention

Between January and October of 2020 and October of 2021, the total category's retention rate for advertisers was 56%.

Consumer ad equity is best served by the following web channels:

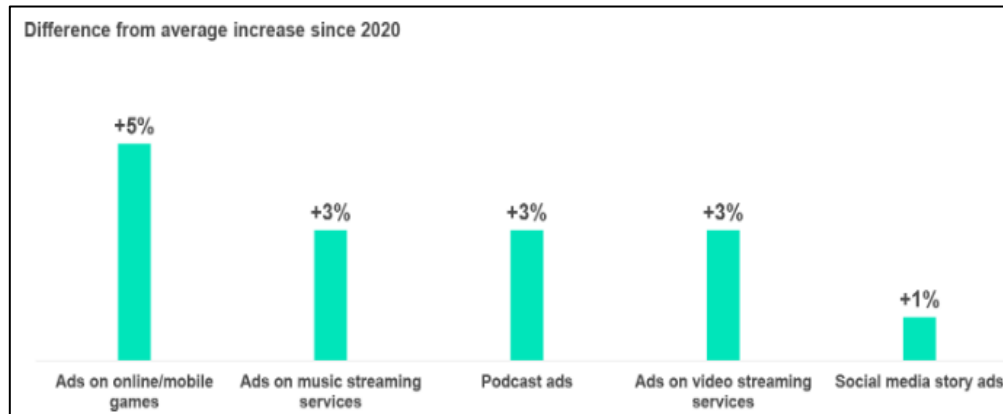


Figure 3: Difference from Average increase (Source: www.kantar.com)

The reputation of many online channels, like social media, for excessive targeting ("ads which are targeted using my personal data in a way I don't like") and for some online channels, especially online video and online gaming, being "too repetitive," is the primary cause of the polarization in consumer attitudes around the world. At the same time, e-commerce advertisements are valued for their "relevant and usefulness," while social media story commercials are notable for being extremely "fun and entertaining." Similar to this, consumers find in-game advertisements to be both amusing and invasive. Men and younger generations than the Boomers are the main groups that have positive things to say about the internet channels (Butterfield et al., 1998).

Global Growth, online ad Spend Outstrips TV spend for the First time:

In a number of developed economies, TV ad spending was eclipsed by online spending a few years ago. However, we have now passed a critical juncture where global spending on web ads has surpassed that on TV.

It's an exciting moment to work in digital marketing because of this phenomenal growth. But the majority of this expansion is going to just two companies, becoming a "digital duopoly." In the long run, this could hurt marketers by making the market less competitive.

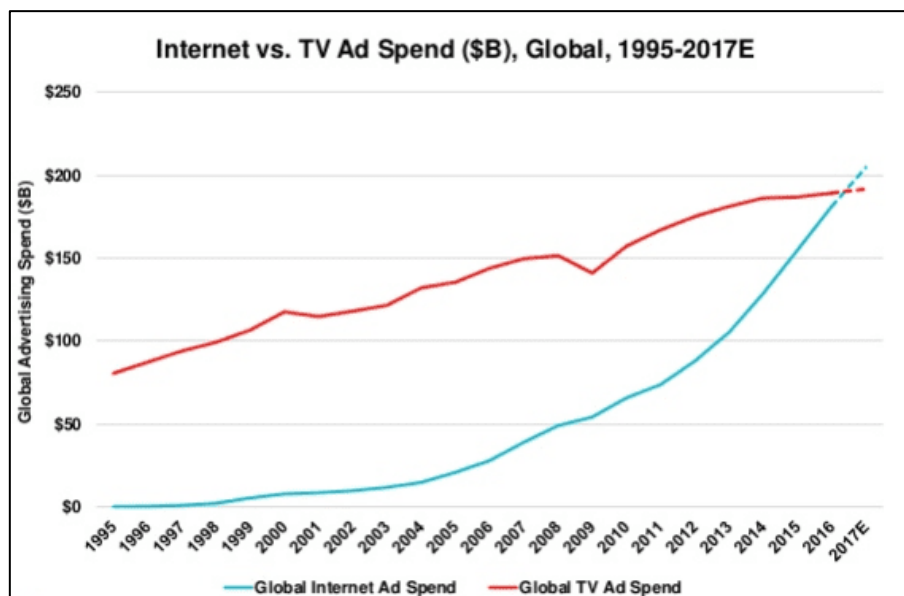


Figure 4: Global growth (Source: KPCB Internet Trends 2017)

In general, online advertising has outperformed television advertising lately, particularly over the long term. This is due to a few main reasons:

Growing use of Mobile Devices and the Internet: The number of people using mobile devices and the internet has been rising, particularly among younger populations like students who typically spend more time online than watching traditional TV. This increases the online ad market's potential audience.

More exact targeting: The targeting of advertisements on online platforms may be done considerably more precisely by taking into account user demographics, hobbies, browsing habits, and other information. Compared to broad TV ad buys, this allows advertisers to reach their target population more successfully.

Reduced costs: In general, making and distributing online advertisements is less expensive than making and broadcasting television commercials. This increases internet advertising campaigns' return on investment.

Measurable performance: The number of impressions, clicks, conversions, and other indicators can be monitored far more closely for online advertisements. Compared to TV advertisements, which are less quantitative, this makes it easier for advertisers to optimize their campaigns.

Scalability: While TV advertising is constrained by the number of available ad slots, online advertising platforms have the capacity to show adverts to millions of users at once. For internet ads, this scalability is a major benefit (Calder et al., 2009).

5. CONCLUSION

Digital advertising plays a pivotal role from both the perspective of advertisers and consumers. The factors influencing digital advertising are essential in understanding how to effectively reach potential buyers. As the digital landscape continues to evolve, it is clear that advertising will remain largely online, making it crucial for organizations to precisely define their target audience and design their campaigns accordingly. Crafting compelling messages is equally important. This study highlights that consumers are significantly influenced by digital ads when making purchasing decisions. The advertising industry, especially in sectors like consumer electronics, has experienced substantial growth, with ads serving as a major driver in shaping consumer choices. The findings of this research underscore the importance of understanding consumer behavior and offer valuable insights for advertisers seeking to refine their strategies and boost buyer intent.

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