

**“COMPARATIVE ANALYSIS ON TRADITIONAL
ADVERTISING AND MODERN ADVERTISING WITH SPECIAL
REFERENCE TO ERNAKULAM DISTRICT”**

PROJECT SUBMITTED TO THE MAHATMA GANDHI UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF THE DEGREE OF BACHELOR OF COMMERCE BY

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COLLEGE

THRIKKAKARA,682021

2020-2023

DECLARATION

We, ABHIJITH AJITH, SREEJITH M. B., and AKSHAY ANTONY, hereby declare that the project entitled "Comparative Analysis on Traditional Advertising and Modern Advertising with Special Reference to Ernakulam district" is an authentic record of the work completed by us under the supervision of MR. ANTON JOSEPH, Assistant Professor of Commerce, BHARATA MATA COLLEGE, and is submitted to the Mahatma Gandhi University

We further certify that this project was not originally created for the purpose of receiving an academic degree, a fellowship, or another title similar from another university or board.

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CERTIFICATE

This is to certify that this project entitled "COMPARATIVE ANALYSIS ON TRADITIONAL ADVERTISING AND MODERN ADVERTISING WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT" is bonafide work done by Abhijith Ajith, Sreejith M B, Akshay Antony in partial fulfilment of the requirement for the award of Degree of Bachelor of Commerce in Mahatma Gandhi University under my supervision and guidance.

Name of guide : MR. ANTON JOSEPH

Signature of the guide :

Name of Head of Department :MRS: PONNY JOSEPH

Signature of the Head of the Department :

Acknowledgement

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Advertising has a long history that dates back to early human civilizations. Based mostly on newspapers and magazines, it emerged as a significant power in capitalist countries by the middle of the 19th century. With the advent of new media in the 20th century, including direct mail, radio, television, the internet, and mobile devices, advertising expanded quickly. Town criers, sign boards, and trademarks (moon, stars, etc.) were the three main types of advertising that were used during the pre-printing era (before the 15th century):

★Trademarks: It was common practice in antiquity to affix seals or marks on goods. Approximately 4,000 years ago, manufacturers first began to affix simple stone seals on goods. Over time, these seals evolved into clay seals with impressed images that were frequently connected to the producer's name. Maker's markings were used as early as 1,300 BCE, with some of the earliest examples being discovered in India. By the mediaeval era, governments had employed assayers to oversee the system and guarantee the quality of the products, and trademarks had been applied to valuable items like precious metals.

★Town criers: In ancient towns and cities when the majority of the populace lacked literacy, town criers were chosen to deliver important announcements and general news. Public criers were soon used by private individuals as an auctioneer. A system of street shouts was also created at the same time by travelling salespeople to advertise their wares. Before the mainstream media was introduced, these street shouts provided an important public service.

★Sign-boards: The history of commercial signage is quite old. The development of retail signage and promotional signage in the East and West seems to have happened independently. Signage was once used by the ancient Egyptians, Romans, and Greeks to advertise public events like market days as well as to decorate storefronts. A rich history of early store signage systems was also on display in China. The construction of a signboard was required of innkeepers in mediaeval Britain, France, and much of Europe. Throughout the Middle Ages, the use of signs began to permeate different kinds of business establishments.. In most of Europe and Britain, signboards used on inns and taverns are still in use today. With the introduction of newspapers and magazines in the 16th and 17th centuries, modern advertising started to take shape. Early in the 16th century, weekly gazettes made their debut in Venice. The idea of a weekly newspaper then extended to Holland, Germany, and Italy. The first weeklies were published in Britain in the 1620s, while The Daily Courant, the nation's first daily newspaper, ran from 1702 to 1735.] Newspapers have almost always included advertising, which raises the price of printing and distribution. Early commercial advertisements marketed books and hoax medicines, but by the 1650s, a wide range of things were being offered. . Early print advertisements were mostly used to promote books, newspapers, and medicines because they were becoming more and more in demand as contemporary people abandoned conventional treatments and printing technology made them more and more accessible. The earliest advertising in the New World were published before the United States gained its independence from the British Empire, according to William M. O'Barr's "A Brief History of Advertising in America." Advertising is defined as a practise in which the public is drawn to something, usually a good or service. A product, brand, or service is advertised to a viewership through the use of an advertisement to pique their attention, encourage interaction, and increase sales.The World Wide Web (WWW) of the Internet and other new technologies have made it possible for businesses to advertise their goods and services to a global target audience at a

considerably more affordable cost cheaper than conventional advertising. This essay examines the present and foreseeable tendencies in both conventional and contemporary advertising. It also analyses the characteristics of both forms of advertising and outlines a new communication paradigm shift that gives businesses the chance to promote online so they can now more effectively reach the consumer audience that is becoming more and more dispersed. It also makes the case that conventional media won't necessarily go away. To determine which type of advertising is still favoured by businesses and individuals today, both traditional and online forms are contrasted. Even though there seems to be some scepticism about the cost effectiveness of modern advertisements and that the Internet as a new medium will eventually rule over, various scholars and theorists still argue in favour of advertising through this new medium. It is also predicted that current losses in modern advertising will, sooner or later, turn into profits once more advanced application technologies and infrastructure become available, and as more consumers become educated in the use of this new medium to enhance the qualities of their life. Since modern advertising will never replace advertising in traditional media, an integrated approach by marketers and advertisers appears to be the best solution and even consumer perception plays a big role in it.

1.2 STATEMENT OF THE PROBLEM

Advertising has very much become a part of our life. The awareness among the general people as well as the large firms toward this future of Modern and Traditional advertising is still in a doubtful state so to find that we have conducted a study that will be helpful. As we felt that additional research is necessary to further understand consumer advertising preferences in relation to predicting effectiveness of change in technology, understanding age or generational differences that might exist, and examining potential shifts in preference. Traditional advertising methods can be more expensive than modern advertising methods. This is especially true and there is a need to research further about it.

1.3 SIGNIFICANCE OF THE STUDY

Consumers' purchase decisions may be affected by a product's advertisement. The goal of the current study is to determine how advertising affects consumer purchasing decisions, including whether it influences or motivates consumers. The influence of advertising is highly beneficial in providing more understanding about the type of advertisement approach consumers choose since their purchasing decisions may be tied to a product's advertisement. Numerous factors, including quality, price, advertising, and others, may have an impact on customers' purchasing patterns. Among these, how advertisements reach consumers has a significant impact on their decision to buy. As a result, it is believed that in the rapidly changing environment, it is important to distinguish between and compare current advertising with classic advertising.

1.4 SCOPE OF THE STUDY

The study's focus is only on how consumers in the Ernakulam district perceive and react to modern and traditional advertising. This study will also provide a clear picture of customer interest and recommend the best kind of advertising strategy for businesses to use.

1.5 PURPOSE OF THE STUDY

- ★ This research will provide a comprehensive picture of customer preferences for conventional and modern advertising.
- ★ It aids in determining the most effective advertising channel for attracting customers.
- ★ It also aids in determining which advertising platforms consumers prefer and which are more effective for businesses.

1.6 OBJECTIVES OF THE STUDY

- To study firms advertising investment decisions.
- To find out the most popular platform among consumers
- To find out which type of advertising increases product awareness.
- To determine which type of advertising builds consumer trust.

1.7 RESEARCH METHODOLOGY

Research methodology is a method for representing research on any subject in a methodical manner. It aids researchers in studying research problems and the logic underlying them. It aids in decision making. It defines the methodology for problem solving that has been conducted for the purposes of the study.

1.7.1 Nature of the study

- The study is descriptive cum analytical in nature.

1.7.2 Nature of data

- The research is both descriptive and analytical in nature.

1.7.3 Sources of data

- Customers' primary data is collected through questionnaire.
- Secondary data is obtained from public and unpublished documents such as books, websites, and journals, among others.

1.8 SAMPLE DESIGN

A sample design is a particular method of selecting a sample from a specified population. We select a sample that is dependable and suitable for our study from among the different types of sample design procedures.

1.8.1 Sampling method

- The convenience sampling approach is used to choose samples in this case.

1.8.2 Nature of population

- The population of the study is the customers of the Ernakulam district, and hence the population is limited.

1.8.3 Sample unit

- The Ernakulam people are used as the sample unit.

1.8.4 Sample size

- The study has a sample size of 125 respondents.

1.8.5 Tools for analysis

- The information gathered was analysed using percentages and presented using bar graphs and pie charts.

1.9 LIMITATIONS OF THE STUDY

- The study is limited to Ernakulam district only.
- The sample size is limited to 125 respondents.

1.10 CHAPTERISATION OF THE STUDY

Chapter 1:	Introduction
Chapter 2:	Review of literature
Chapter 3:	Theoretical framework
Chapter 4:	Data analysis and interpretation
Chapter 5:	Findings, suggestions and conclusions

CHAPTER 2

REVIEW

OF

LITERATURE

2.1 LITERATURE REVIEW

W.J. Stanton definition of advertising is “Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea, this message, called an advertisement is disseminated through one or more media and is paid for by the identified sponsor”.

As defined by Cohen, ‘Advertising is a business activity, employing creative techniques to design persuasive communications in mass media that promote ideas, goods and services in a manner consistent with the achievement of the advertiser’s objectives, the delivery of consumer satisfactions, and the development of social and economic welfare.’

Munusamy & Wong, 2007 “Advertising is increasingly important in our modern life “.Al-Boloshi, 2010 says “because it can use to transmit a message to a great number of audiences easily. Hence, many researchers have done their research about advertising. For example, there are many researchers test about the entertainment, in formativeness, and credibility of mobile advertising.

Yunos, Gao, & Shim, 2003 describes “the rapid development on internet has made the usage of modern advertising frequently move upward “Hence, this has intensified the interest of researchers to do relevant studies about advertising.

Norman J. Medoff and Barbara Kaye in their book, „Electronic Media: Then, Now, and Later’ writes that the public got its first glimpse of television at the 1939 New York World Fair but the World War II interrupted television set production and programme transmission; Stalling television’s adoption by consumers until three years after the war. In 1948 the Economy was booming and American consumers became very enthusiastic about Television

Gates 1995, Hahn & Stout 1994, and Otte 1994 “According to many scholars and theorists of the Internet, this new communication medium is the Greatest and most significant achievement in the History of humankind and has within only a couple of years, changed both civilisation and communication.

Davis & Zerdin 1996 “At present, advertisers have numerous options and Different media to choose from when communicating. An advertising message to potential buyers. The media Market place has become very dynamic, with traditional media continuously adapting and new media Such as the WWW emanating. Traditional, as well as New media, present distinctive advantages to advertisers and marketers, such as definite delivery, completeness, accuracy, frequency, speed, timing, Selectivity and economy. It is essential for advertisers to know which medium to use to reach a specific Target audience. This choice has become more difficult due to audience fragmentation.

According to Wells et al (2000:366), online advertising is now moving away from banner advertisements to that of an Internet broadcast model. This will make Online advertising resemble television advertising with All the visual impact but with the additional value of Interactivity.

Traditional media will, however, never be replaced with modern media. The internet is rather used to supplement messages in traditional media (Boone & Kurtz 1999:620).

Bonello (2000) agrees that organisations realise that there is still no substitute for traditional media when it comes to generating brand awareness effectively. Traditional media may not be as cost-Effective as online advertising, but are more functional if advertisers want to make a huge impact quickly, because they present concentrated forms of advertising media. Online organisations tend to focus more on online media and public relations in the first phase of their marketing strategy in an attempt to generate Initial traffic to their respective

Web sites. Traditional Advertising methods are then used to complement the modern advertising messages.

Gilbert (2000) agrees by explaining that the Effectiveness of modern advertising is viewed in Conjunction with both direct response as well as Traditional branding campaigns. Modern advertisements need advertisements in traditional media to support a unified advertising effort. He emphasises that online advertising without any supporting advertising in traditional media will unlikely be successful.

Cook and Sellers (1995) also refer to Organisations which choose to combine their existing Advertising efforts in traditional media with their Presence on the internet. Marketers and advertisers realise that they need to create bridges between Traditional advertising and modern advertising. Organisations therefore advertise the location of their Web Sites in their advertisements in traditional media.

CHAPTER 3

THEORITICAL FRAMEWORK

3.1 THEORITICALFRAMEWORK

ADVERTISING

A time of ads is currently upon us. We notice adverts no matter where we turn our gaze. In the modern world of trade and business, it is quite important. Use of advertising strategies has become a must for all businesses, regardless of size, to promote their products, commodities, and services. All the activities an organisation engages in to draw the public's or a particular audience's attention to its goods, viewpoints, or causes are referred to as advertising. Public service announcements that urge viewers to give up smoking, cast ballots for a particular candidate, or support a cause are examples of advertising that aims to persuade consumers to act in a particular way, whether by purchasing the product or service, thinking or acting in a certain way, or both.

Artistically designed and painted advertisements have the power to draw customers to themselves very quickly. 'Dream Merchants' are those that produce effective advertisements for companies to market their goods or services. Their artistic, attractive and scientific ways of representation used by them is enough to hypnotize the general public and make them into buying their services and/or products.

The classic form of advertising is oral publicity. It is typically done by hawkers. Publicity via print, television, and online media is now a common and necessary form of advertising. The advertising that uses both written and verbal public relations strategies is found on television and is the most extensive.

TRADITIONAL ADVERTISING

In order to connect with customers personally and reach local audiences, traditional marketing is crucial. More than ever, modern consumers rely on relationships.

They will pick companies that they believe genuinely care about their welfare and quality of life.

Compared to contemporary advertising, traditional advertising lends a brand more credibility. Modern advertising does, in fact, reach a larger audience, but it does not always portray a business as reliable or established.

Advertisements and printed content on bigger platforms are frequently thought to be more reliable. The link of conventional advertising with well-established media and larger budgets is one of the causes of this. A business must have the financial resources to do so in order to run a magazine ad or air a radio or television commercial. So, the company is seen as expanding, prosperous, and steady. Traditional advertising refers to all types of promotion that are not internet-based, i.e., they do not use the internet. This means that traditional advertising includes everything from magazine ads to newspaper ads to billboards to hoardings to radio and television commercials to direct mail to phone calls.

1. Print advertising has been around since the dawn of time and is the earliest type of traditional advertising. Billboards, hoardings, booklets, newsletters, advertisements in newspapers and magazines, etc. are examples of this form.

Since print advertising directly reaches the target population, it is also claimed to be a more effective type of traditional advertising. Print advertising is also the best form of advertising for a small business or organisation that operates in a local area.

2. Broadcast advertising includes on-screen advertisements at theatres and events as well as radio and television commercials. On November 2, 1920, the first radio programme to feature an on-air advertisement aired, and on January 15, 1941, the first television commercial was broadcast. The majority of medium-sized and large-sized businesses employ broadcast advertising, which is a specialised form of advertising. The most expensive kind of advertising is that found on television, where the cost is determined by the time slots and the programming.

MODERN ADVERTISING

Modern advertising means advertising by using the internet and other digital platforms like desktop computers, laptops, mobile phones, etc. Modern Advertising is the new age of advertising. Modern Advertising started becoming famous in 2013 when the internet and social media started becoming a really trendy concept and now slowly and gradually digital advertising is becoming one of the most preferred forms of advertising.

1. **Social Media Advertising:** Social media advertising is one of the most well-known and successful forms of contemporary advertising. Instagram, Facebook, and YouTube adverts are the three most well-known types of social media advertising. By publishing random quizzes on the products they want to promote, films, photo shoots, exciting offers, holding competitions or fortunate draws, doing giveaways, etc., businesses enhance the engagement on Instagram and Facebook. Twitter advertisements, Pinterest, Linked In ads, and Snap chat ads are more social media channels that are employed.
2. **Content Advertising:** In order to advertise its goods and services, the company uses techniques including blogging, infographics, films, and photoshoots on a variety of channels. These days, this type of marketing is more well-known because the younger generation enjoys reading informative blogs and learning about novel and intriguing ways to discover products.
3. **Local Advertising:** In order to draw customers from the area, the business adapts its website to the local location or region from where traffic is coming. For instance, while Amazon.com is a platform used globally, Amazon.in is a platform designed specifically for Indian shoppers and sellers.
4. **Email Advertising :** In these, the businesses either send emails to customers who have already registered on their server or to customers whose contact information was obtained through a survey or website. The majority of the time, these emails offer discounts, new products, offers, and occasionally even prizes that recipients can win after making a purchase.
5. **Pay-Per-Click Ads :** In this type of advertising, the business places its ads on various search engines and web browsers, and when users click on those ads, the ads route them to the company's website. Pay-Per-Click advertising entails that the corporation must pay the advertisers the same amount of money regardless of how many users click on the advertisement.

TRADITIONAL VS MODERN ADVERTISING

Organisations expect their products to reach the ultimate consumers as they are produced, and advertising mostly serves this purpose. Many businesses have used a variety of ways to market their goods. These techniques can be divided into two categories: conventional and modern. Radio, television, and print media like newspapers, fliers, pamphlets, newsletters, and magazines are examples of conventional tactics. But contemporary advertising strategies have fundamentally changed how commerce is done. The involvement of celebrities and the use of entertainment in advertising advertisements are just two examples of contemporary methods. The following list summarises the function of advertising, both classic and contemporary. The first step is to increase sales for the company. The second reason is to help in

the creation of brand identity. Thirdly is to communicate any change in the already existing market, next is to introduce new products into the market and lastly is to increase the buzz value (Bond, Ferraro, Luxton, & Sands, 2010).

In order to develop and share user-generated content, social media uses computer-mediated technologies. Any concept or idea is shared, and responses are gotten.

Print media was the only channel for reaching potential clients for nearly 80 years. When radio gained popularity in the early 1920s, that changed. The radio was an exciting breakthrough for people who were used to simply reading about news, entertainment, and advertising since it allowed them to listen to broadcasts while carrying out other chores. Additionally, advertising shifted from being limited to written materials to catchy jingles that people hummed all day.

Radio had just begun to gain popularity when television was created, but it took nearly 30 years for television to become a regular in American homes. Instead of merely using one of them, advertising companies could now reach consumers through sight, sound, and motion. In an effort to reach a completely new demographic of potential customers, advertisers started clamouring to pay exorbitant rates to have a 30 or 60-second television commercial shown. A 2017 study by Mediagistic found that radio and television advertisements continue to be the most successful forms of consumer advertising when launching a new brand. One significant factor contributing to this is the recall rate of consumers, which is 60% for commercials they saw or heard vs 30% for ones they read about or could potentially view online.

Additionally, the Industry of Cool declared in 2017 that print media is also still effective in a digital world. The reasoning here is that it makes a bigger impression on people who have learned to tune out the hundreds of ads they might see online each day.

As the most recent of the types of advertising, and the one with the most possibilities, digital advertising is expected to only grow larger in the coming years. Its history dates to 1994 when the first banner advertisement appeared on the internet.

It attracted the attention of other Modern advertisers with a click-through rate of 78%. In the late 1990s, the internet started to appear often in the news, which sparked the Discovery Phase, according to some industry observers. The "Proliferation Phase" of the internet was regarded as occurring from 2001 and 2009. Social media behemoths like Facebook, Twitter, and YouTube as well as Word Press were born during this time. When Facebook advertising became available at the same time as the first iPhone was released, modern advertisers had more options than ever. It has now reached the stage where more sales take place online than offline as time has gone on and the internet has become more standardised. This is incredible news if you want to pursue advertising careers in the digital realm.

ADVANTAGES OF TRADITIONAL ADVERTISING

- Convenient For Customers - Customers can use the majority of conventional advertising techniques. For instance, companies don't need to leave their houses to send out mailings or conduct phone calls.

- Quick - Traditional advertising can move fairly swiftly because campaigns can be started right away with little advance planning. This is helpful in emergency situations or when a new good or service is suddenly required.
- Personal Relationship with Customers - Traditional advertising enables companies to establish close bonds with their clients, offering them a degree of care and consideration that is challenging to match through online or other means of marketing. A better customer satisfaction rating is often the result of this emotional connection.
- Widely Accepted - Because traditional advertising has been around for so long, most businesses accept it. This indicates that a great deal of credibility and trust are developed over time.
 - Versatile - Because numerous campaigns can be launched at various times and in various methods, traditional advertising can be quite versatile. This means that a variety of customers can be targeted using it.

DISADVANTAGES OF TRADITIONAL ADVERTISING

- Compared to digital advertising, traditional advertising can be more expensive. This is particularly true when the complete production costs and the media buy are included.
- Compared to digital advertising, traditional advertising frequently has lower measurables. There are firms that estimate TV viewership and billboard drive-bys, but these figures are still approximations. The entire marketing funnel, from page landings to click-throughs to transactions, may be measured using digital media.
- Compared to digital initiatives, traditional advertising can be more difficult to implement and perfect. A print advertisement requires time and several iterations of editing. The advertisement is then finished. There is no turning back to alter a word, colour, or font. On the other side, real-time testing and editing of digital advertisements can increase their efficacy.
- Digital marketing can target and sub-segment audiences more effectively than traditional advertising. The majority of conventional marketing strategies, with the exception of direct mail, cannot and do not provide the same amount of segmentation and targeting as can be accomplished with digital targeting.
 - Traditional advertising's audience is dwindling. When developing your marketing, you must take into account the audience that now reads newspapers and watches traditional television. Paid TV subscriptions and e-readers are clearly transforming how people of all ages consume news and media, even though there are still very distinct segments of network TV viewers and print newspaper readers. Similar to how traditional media channels are doing it, financial marketers must learn to adjust to a new generation of consumers.

ADVANTAGES OF MODERN ADVERTISING

- Greater Efficiency: Modern advertising automates a variety of marketing activities, including analytics, social media marketing, and email marketing. Because of the time and effort savings from this automation, marketers may concentrate on other crucial activities.
- Better Customer Segmentation: With contemporary advertising, businesses may more precisely segment their target market. Because of this, they are able to customise their marketing campaigns to target particular client segments, leading to improved conversion rates.
- Better Data Management: Modern advertising offers better data management, enabling marketers to gather and evaluate massive volumes of data swiftly and easily, assisting them in making defensible

decisions about their marketing campaigns.

- **Increased ROI:** Thanks to modern advertising, marketers can more precisely monitor the effectiveness of their initiatives. As a result, businesses are able to determine which initiatives are yielding the best return on investment and change their strategy as necessary.

DISADVANTAGES OF MODERN ADVERTISING

- **Price:** Since many contemporary advertising strategies are pricey, smaller enterprises might not be able to utilise them. Comparatively speaking, they may be at a disadvantage to larger businesses who have more robust marketing resources.
- **Technical Complexity:** To set up and operate some contemporary advertising effectively, one needs specialised technical skills. Smaller companies or those without specialised marketing teams may find this to be a challenge.
- **Privacy Issues:** Because of the extensive data collecting used in modern advertising, consumers may be concerned about their privacy. To protect their reputation, businesses must make sure that data is gathered and used in a transparent and ethical manner.
 - **Overreliance:** There is a chance of relying too heavily on contemporary marketing technology. It's crucial to keep in mind that marketing involves more than simply technology and that human creativity and intuition are still crucial components of effective marketing.

DIFFERENTIATE BETWEEN TRADITIONAL AND MODERN ADVERTISING

Traditional advertising	Modern advertising
Traditional advertising is difficult to Measure.	Modern advertising is easy to measure with the help of analytics tools.

It is not cost effective.	It is more cost effective.
It uses traditional media like magazine and newspapers.	It uses social media or websites.
It is not so good for brand building.	It is fast and efficient for brand Building.
Very less interaction is involved in traditional advertising.	More interaction with consumers
Expensive	Less expensive
Traditional advertising involves one way communication	Modern advertising involves two-way communication

CHAPTER 4

**DATA ANALYSIS
AND
INTERPRETATION**

4.1 Introduction

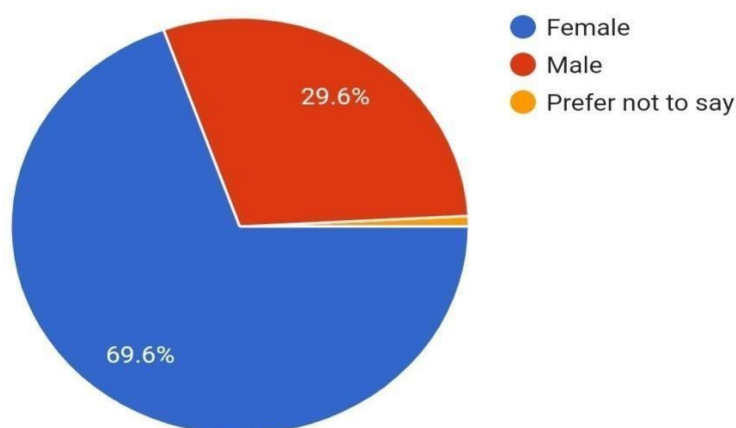
In this chapter we attempt to analyze the results of the questionnaire. This analysis has been conducted to know whether the respondents prefer Traditional Advertising or modern advertising in the aspects of companies investment decision, product trust and product awareness. Bar chart and pie diagram have been chosen to make an attempt to successfully portray the response to the questionnaire.

4.2 Gender wise classification of respondents.

Table: 4.1

Gender	No of respondents	Percentage
Male	37	29.6
Female	87	69.6
Preferred not to say	1	0.8
Total	125	100

Figure: 4.1



Interpretation:

Out of 125 respondents 29.6% were male and 69.6% were female.

4.3 Age wise classification of respondents.

Table 4.2

Age group	No of respondents	Percentage
15-25	89	71.2
25-35	19	15.2
35-45	11	8.8
45 and above	6	4.8
Total	125	100

Figure: 3.2

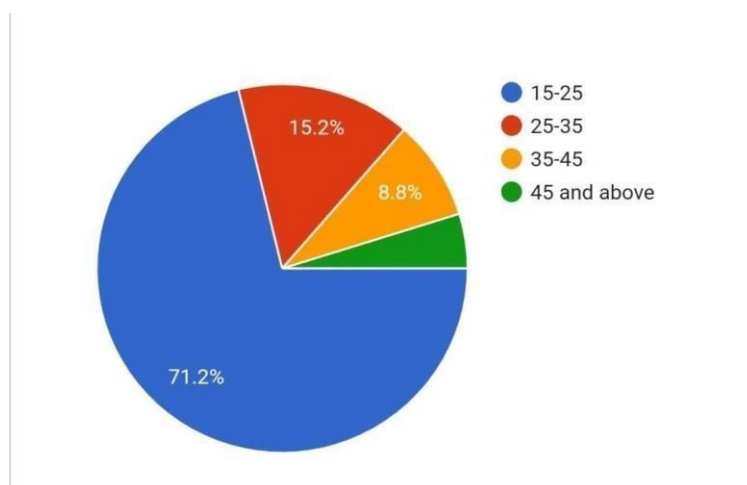


Figure 4.2

Interpretation:

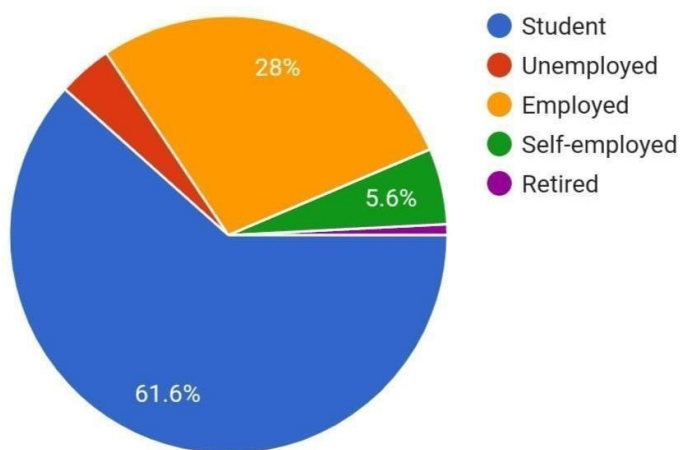
Out of 125 respondents 71.2% belongs to age between 15-25, 15.2% belongs to age 25-35, 8.8% belongs to age 35-45 and the rest 4.8% are 45 and above.

4.4 Employment status of respondents

Table: 4.3

Employment status	No of respondents	Percentage
Student	77	61.6
Unemployed	5	4
Employed	35	28
Self-employed	7	5.6
Retired	7	0.8
Total	125	100

Figure 4.3



Interpretation:

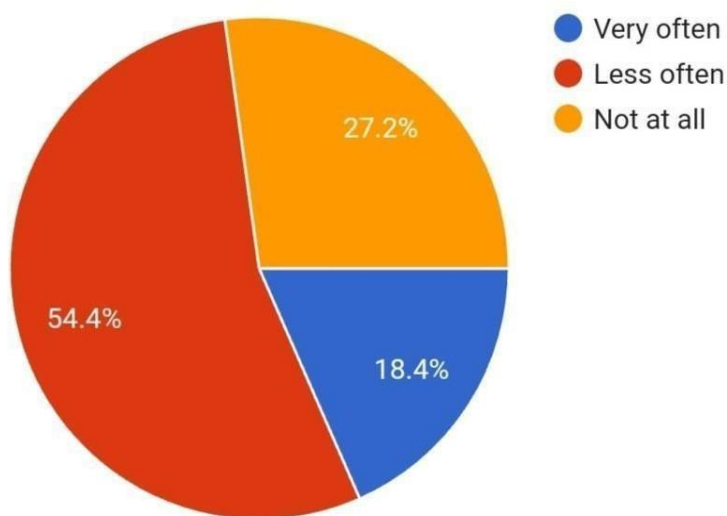
Among 125 respondents 61.6% are students, 4% are unemployed, 28% are employed, 5.6% are self-employed, 0.8% are retired persons.

4.5 Classification of respondents who listens to radio

Table: 4.4

Particulars	No of respondents	Percentage
Very often	23	18.4
Less often	68	54.4
Not at all	34	27.2
Total	125	100

Figure: 4.4



Interpretation:

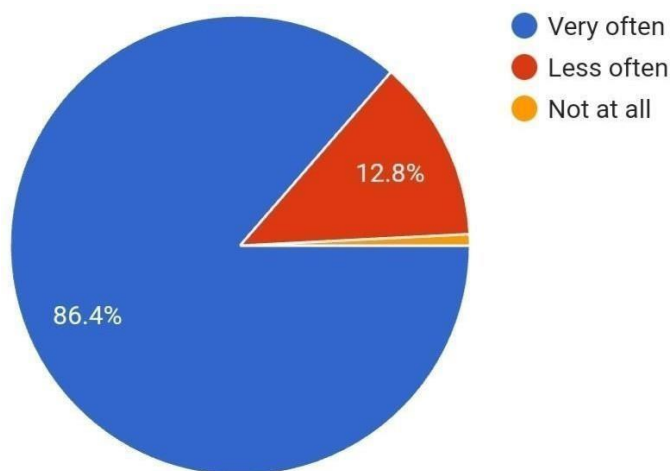
Out of 125 respondents 18.4% respondents listen to radio very often, 54.4% respondents often listens less and 27.2% not at all listens to radio.

4.6 Classification of respondents who often use social media.

Table: 4.5

Particulars	No of respondents	Percentage
Very often	108	86.4
Less often	16	12.8
Not at all	1	0.8
Total	125	100

Figure 4.5



Interpretation:

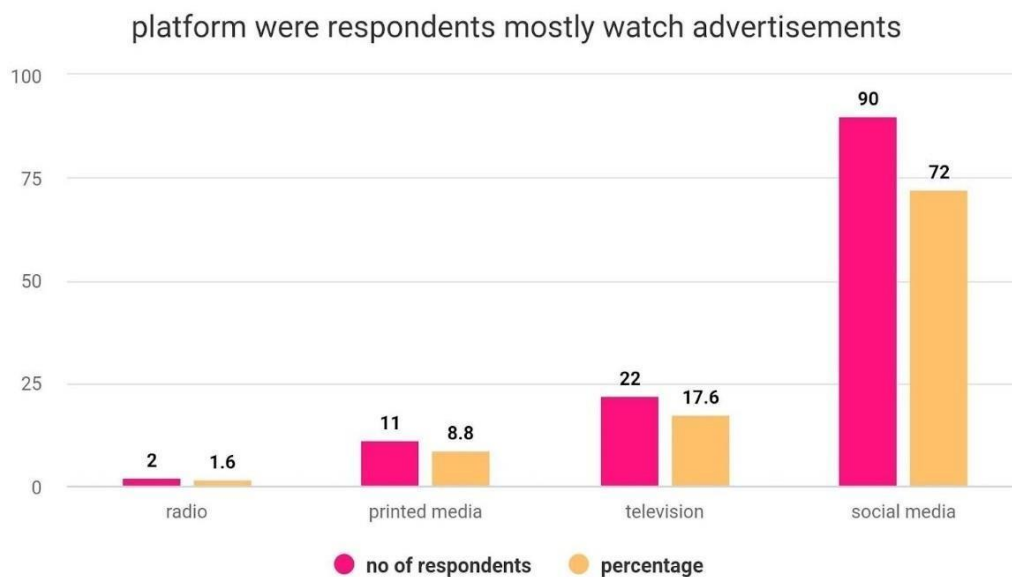
Among the 125 respondents 86.4% very often uses the social media, 12.8% uses less often and 0.8 respondents does not use social media.

4.7 Advertisement platform mostly preferred by respondents

Table 4.6

Particulars	No of respondents	Percentage
Radio	2	1.6
Printed media	11	8.8
Television	22	17.6
Social media	90	72
Total	125	100

Figure: 4.6



Interpretation:

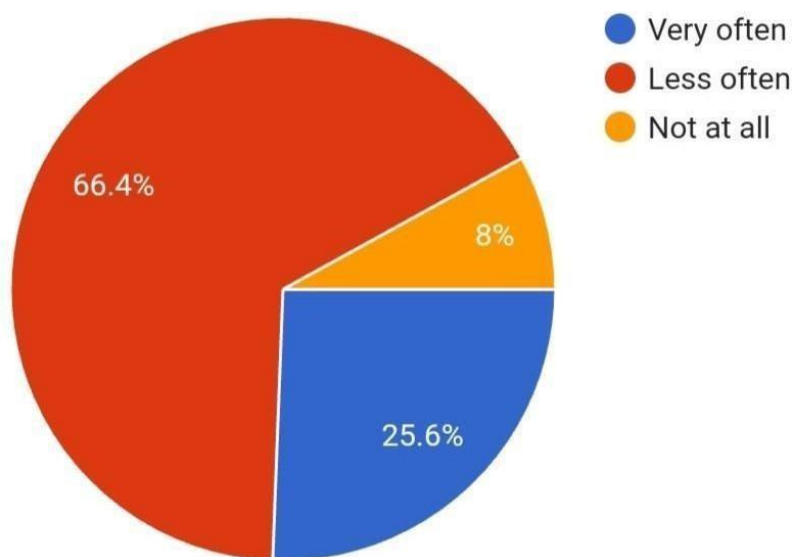
Here out of 125 respondents about 72% respondents watch advertisements mostly through social media, 17.6% watch through television, 8.8% through printed media and only 1.6% listens to radio.

4.8 Classification of respondents who watches television

Table 4.7

Particulars	No of respondents	Percentage
Very often	32	25.6
Less often	83	66.4
Not at all	10	8
Total	125	100

Figure 4.7



Interpretation:

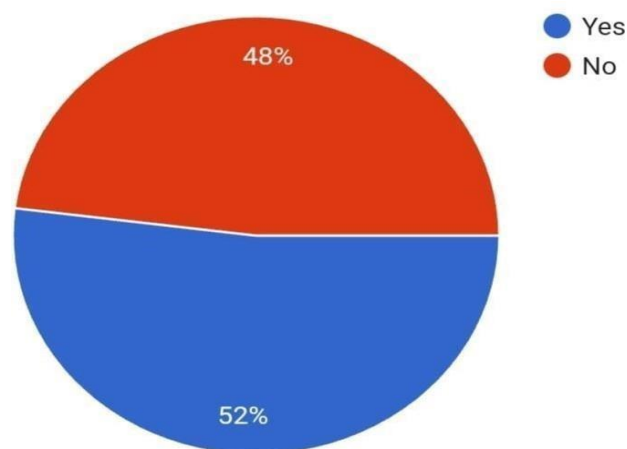
Out of 125 respondents 25.6% watches television very often, 66.4% watches less often and 8% does not watch.

4.9 Classification of respondents who read newspapers.

Table: 4.8

Particulars	No of respondents	Percentage
Those who read newspapers	65	52
Those who don't read newspapers	60	48
Total	125	100

Figure: 4.8



Interpretation:

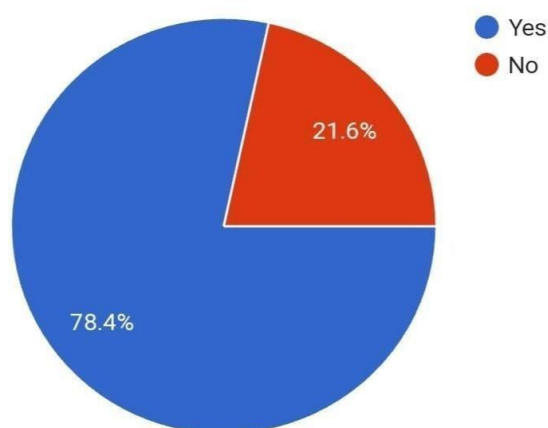
Among the 125 respondents 52% of the respondent read newspapers and 48% respondents doesn't read newspapers.

4.10 Respondents who are influenced by advertisements to buy products

Table 4.9

Particulars	No of respondents	Percentage
Yes	98	78.4
No	27	21.6
Total	125	100

Figure: 4.9



Interpretation:

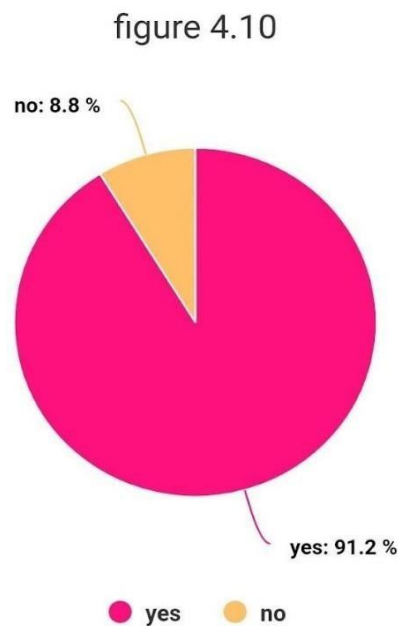
Out of 125 respondents, 78.4% are influenced by advertisements to buy products and the rest 21.6% does not get influenced through advertisements to buy products.

4.11 Tendency of respondents to skip advertisements

Table: 4.10

Particulars	No of respondents	Percentage
Yes	114	91.2
No	11	8.8
Total	125	100

Figure: 4.10



Interpretation:

Out of 125 respondents about 91.2% have a tendency to skip advertisements without watching it, and 8.8% doesn't have the tendency to skip advertisements.

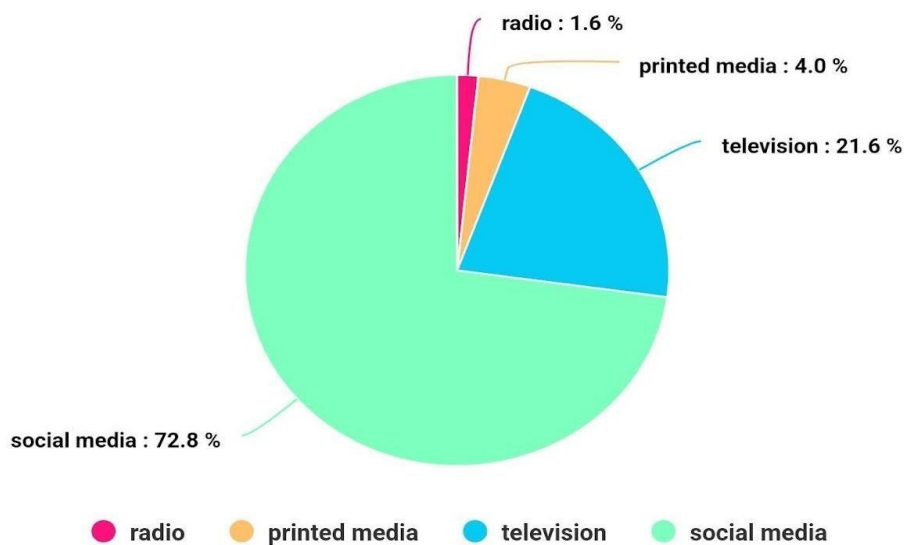
4.12 Advertising Medium that seeks the attention of respondents

Table: 4.11

Particulars	No of respondents	Percentage
Radio	2	1.6
Printed media	5	4
Television	27	21.6
Social media	91	72.8
Total	125	100

Figure: 4.11

figure 4.11



Interpretation:

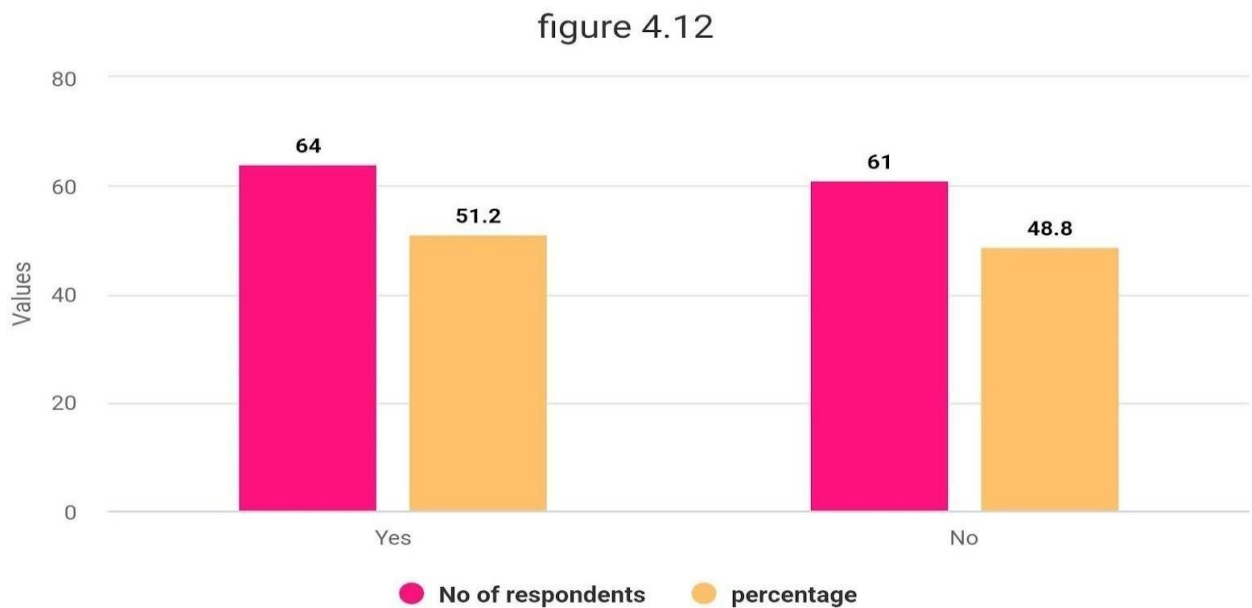
Out of 125 respondent's social media seeks the attention of 72.8% respondents, television seeks the attention of 21.6% respondents, printed media seeks the attention of 4% and radio seeks attention of 1.6% of respondents only.

4.13 Classification of respondents who trust products recommended through radio, television, newspaper

Table: 4.12

Particulars	No of respondents	Percentage
Yes	64	51.2
No	61	48.8
Total	125	100

Figure: 4.12



Interpretation:

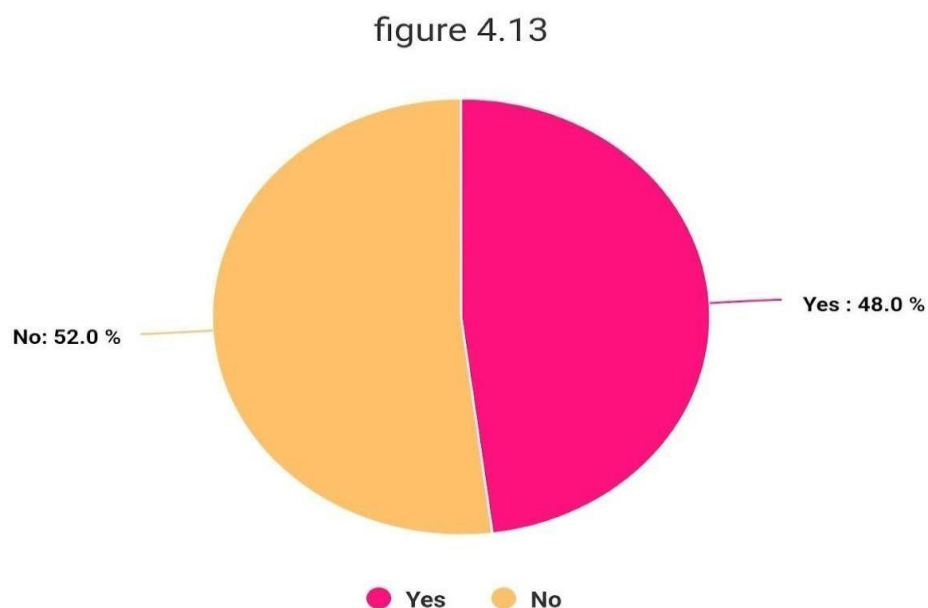
Among the 125 respondents, 51.2% respondents trust the products recommended through radio, television, newspaper and the rest 48.8% does not trust the product recommend through radio, television and newspaper etc.

4.14 Respondents who gets affected if Modern advertising takes over Traditional advertising.

Table: 4.13

Particulars	No of respondents	Percentage
Yes	60	48
No	65	52
Total	125	100

Figure: 4.13



Interpretation:

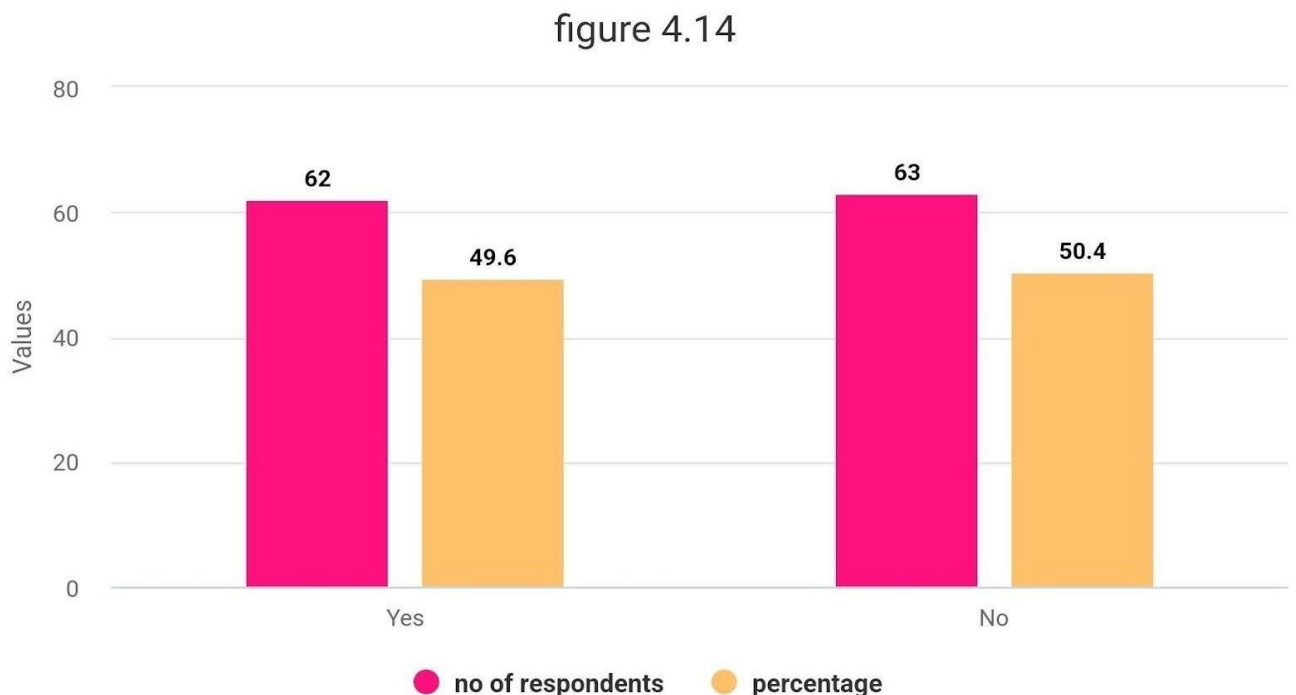
The above table shows that 48% respondents will get affected if modern advertising takes over traditional advertising methods and 52% will not get affected at all.

4.15 Respondents who trust products recommended through social media

Table: 4.14

Particulars	No of respondents	Percentage
Yes	62	49.6
No	63	50.4
Total	125	100

Figure: 4.14



Interpretation:

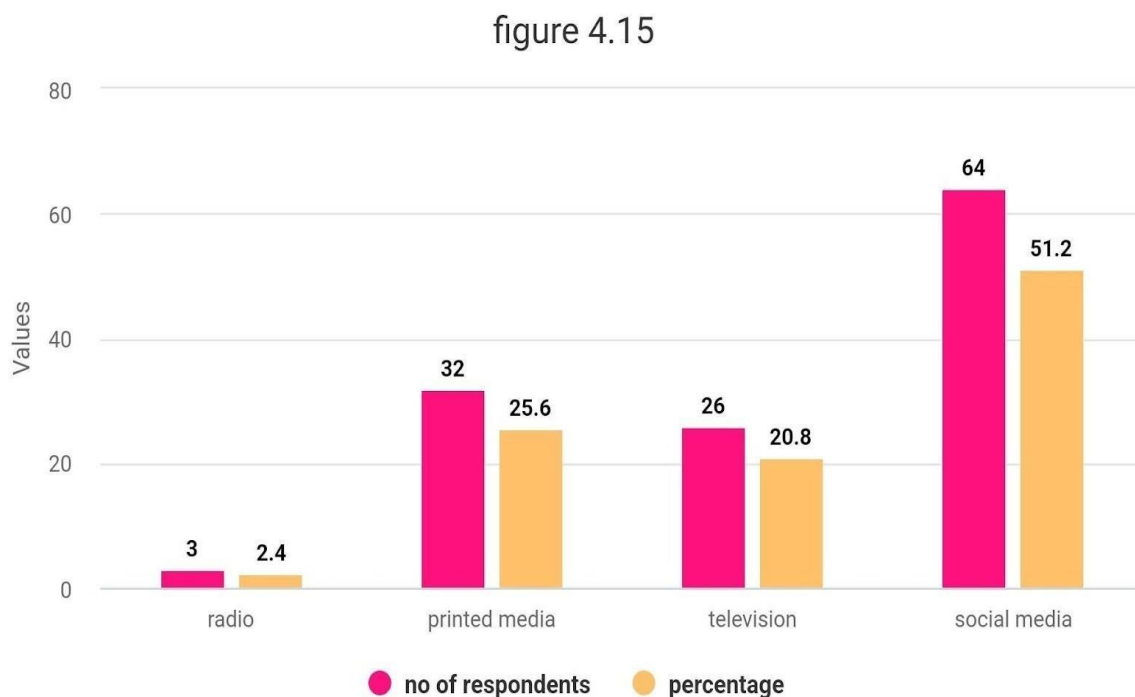
Out of the 125 respondents only 49.6% respondents trust products through social media advertising and the rest 50.4% respondents doesn't trust products recommended through social media advertising.

4.16 Advertising media that respondents find trust-worthy

Table: 4.15

Particulars	No of respondents	Percentage
Radio	3	2.4
Printed media	32	25.6
Television	26	20.8
Social media	64	51.2
Total	125	100

Figure: 4.15



Interpretation:

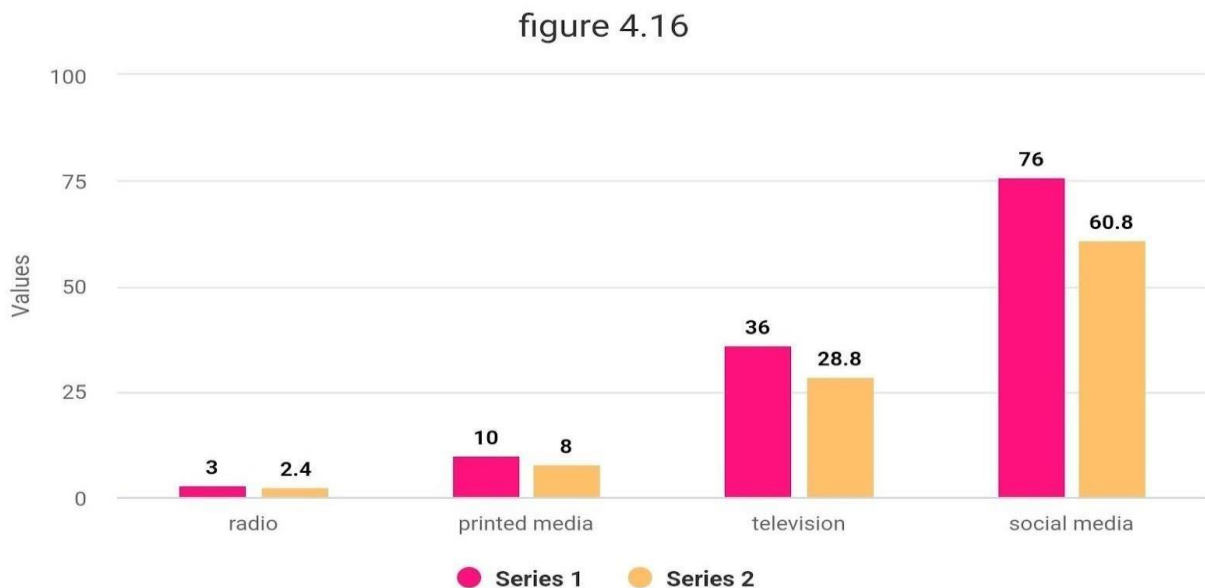
From the above table, 51.2% respondents trust social media advertising more whereas 25.6% people trust printed media advertising, also 20.8% are those who trust television advertising, and only 2.4% trust advertising using radio.

4.17 Advertising means that respondents finds easy to remember.

Table: 4.16

Particulars	No of respondents	Percentage
Radio	3	2.4
Printed media	10	8
Television	36	28.8
Social media	76	60.8
Total	125	100

Figure: 4.16



Interpretation:

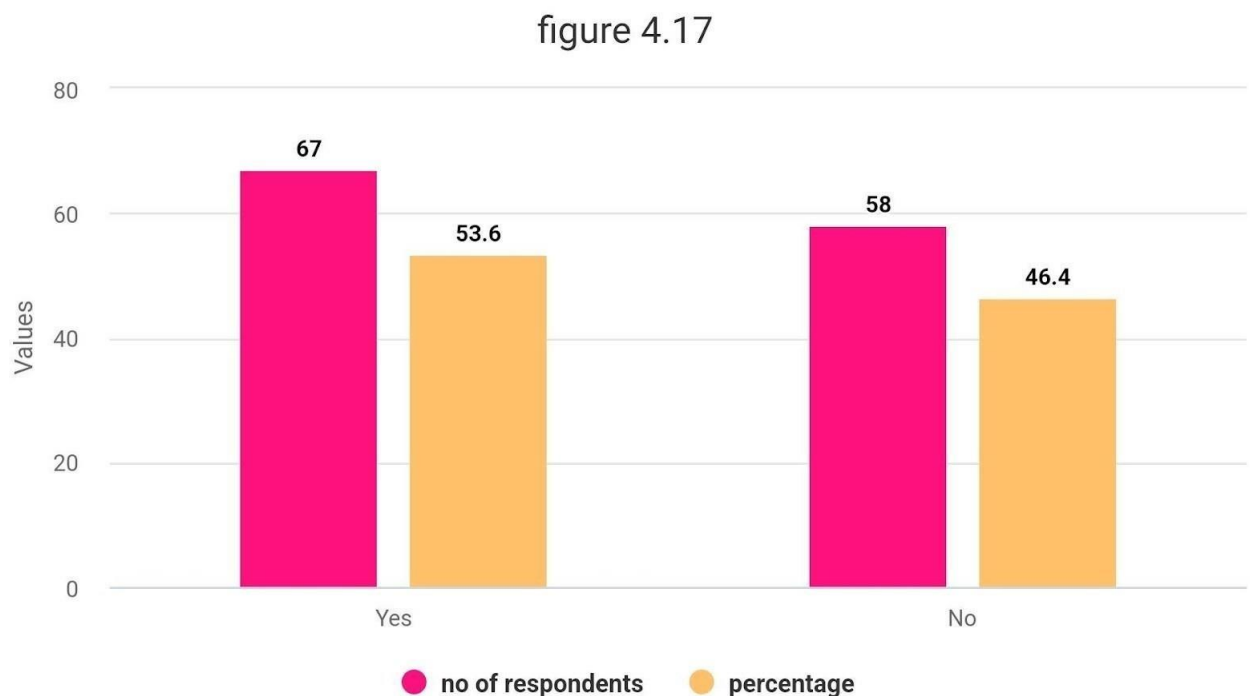
Out of 125 respondents 60.8% find social media advertising easy to remember whereas 28.8% respondents finds television easy to remember, 8% find printed media advertising easy to remember and only 2.4% respondents find radio easy to remember.

4.18 Respondents who regret purchasing products through social media.

Table: 4.17

Particulars	No of respondents	Percentage
Yes	67	53.6
No	58	46.4
Total	125	100

Figure: 4.17



Interpretation:

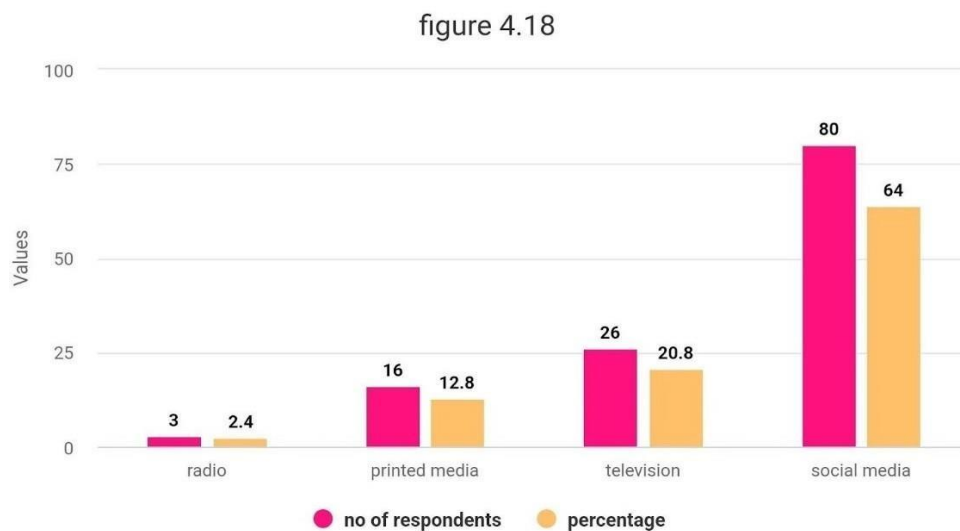
Out of 125 respondents 53.6% respondents regret purchasing a product through social media advertising and 46.4% doesn't regret purchasing products through social media advertising.

4.19 Advertising Medium that has more effect on respondents purchasing decision.

Table: 4.18

Particulars	No of respondents	Percentage
Radio	3	2.4
Printed media	16	12.8
Television	26	20.8
Social media	80	64
Total	125	100

Figure: 4.18



Interpretation:

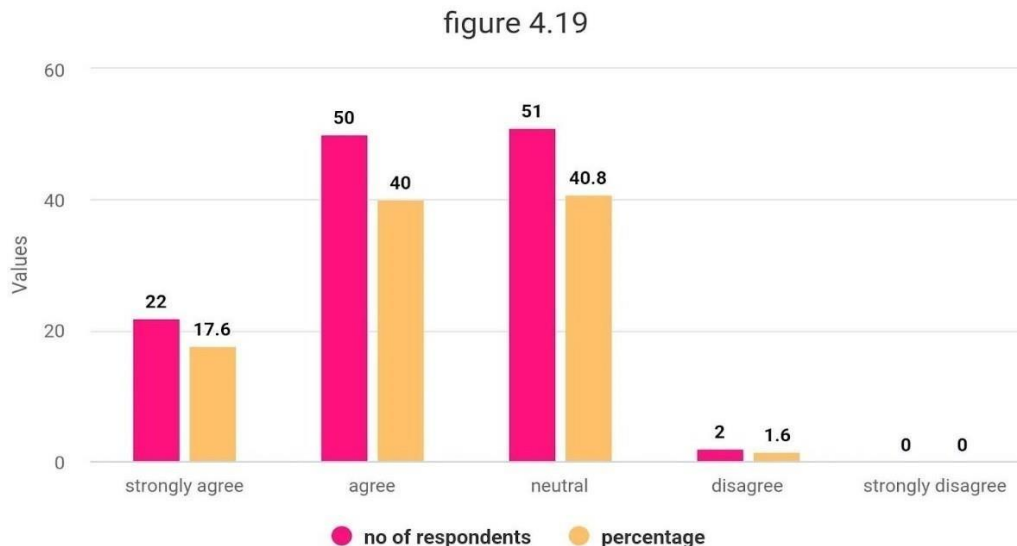
From the above table it is clear that out of 125 respondent's social media advertising has more effect on 64% of respondents purchase decision, 20.8% of respondents purchase decision depends upon television advertising, 12.8% of respondents purchase decision depends on printed media advertising, and only 2.4% respondents purchase decision depends on radio media advertising.

4.20 Classification of respondents who agrees with the companies decision of investing on social media than traditional advertising

Table: 4.19

Particulars	No of respondents	Percentage
Strongly agree	22	17.6
Agree	50	40
Neutral	51	40.8
Disagree	2	1.6
Strongly disagree	-	-
Total	125	100

Figure: 4.19



Interpretation:

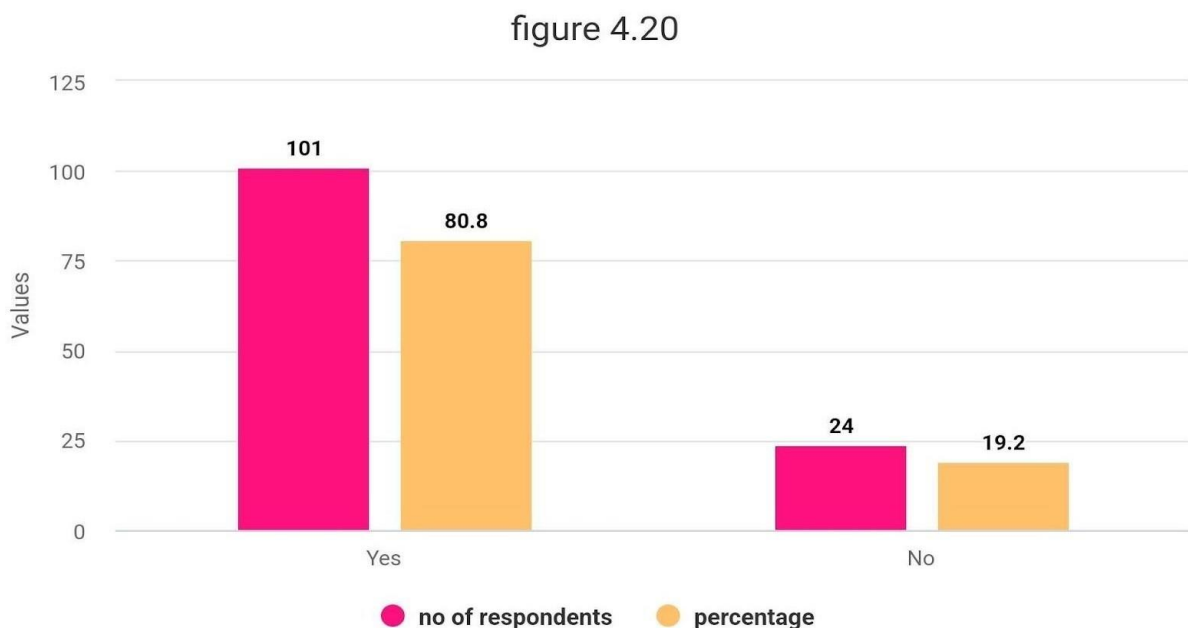
Out of 125 respondents 17.6% strongly agree with the companies decision to invest more on social media advertising than traditional advertising, also 40% of respondents agree with the statement, whereas 40.8% have a neutral response with the statement and 1.6% disagree with the statement.

4.21 Respondents opinion on investing in social media advertising if they start their own company

Table: 4.20

Particulars	No of respondents	Percentage
Yes	101	80.8
No	24	19.2
Total	125	100

Figure: 4.20



Interpretation:

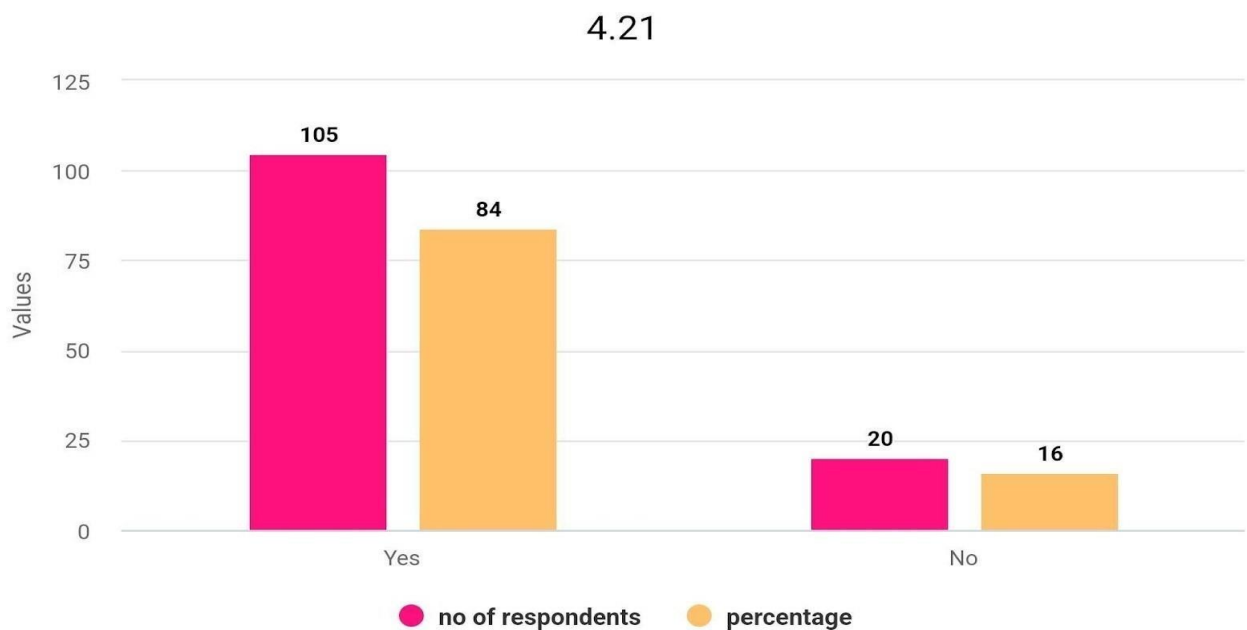
Out of 125 respondents 80.8% respondents opt for investing in social media advertising if they start their own company, and 19.2% will not invest more in social media advertising for their own company.

4.22 Respondents opinion towards the companies who stops investment in printed media and its effect on senior citizens.

Table: 4.21

Particulars	No of respondents	Percentage
Yes	105	84
No	20	16
Total	125	100

Figure: 4.21



Interpretation:

The above table shows that out of 125 respondents 84% of them says that companies decision of stop investing in printed media advertising will affect the senior citizens and the rest of 16% says that it will not affect the senior citizens.

CHAPTER 5

**FINDINGS,
SUGGESTIONS AND
CONCLUSION**

FINDINGS

The major findings of this research have been summarized below:

- Here, out of 125 respondents 71.2% belongs to the age between 15-25 and 69.6% percentage of respondents are female.

Also, Majority of the respondents are students.

- We see a low percentage of people using traditional media like radio and a majority of people using social media.
- Out of our study we have analyzed that people prefers watching advertisement through social media rather than any printed media or television.
- At the same time, there is a decline in the use of televisions as more people are diverting their attention towards social medias.
- A large number of respondents are irritated by online advertisements and have a tendency to skip it. But even then, 78.4% of 125 respondents are influenced by advertisement to buy products.
- Majority i.e., 51.2% of respondents trust the products advertised through traditional advertising methods than modern advertising methods.
- As people find modern advertising methods easier to remember, they find it trustworthy too.
- Therefore, only a minimum number of respondents get affected if modern advertising takes over traditional advertising methods.
- From the above study, it's clear that if companies stop investing in traditional advertising methods then it's more likely to affect the senior citizens.
- From the study, we could find 64% of respondents purchase decision depends on social media which in turn lead them in purchasing products that they later regret upon.
- Respondents are in the opinion of investing in modern advertising methods if they ever start their own companies and at the same time suggests other companies in putting their investment more on modern advertising mediums.

SUGGESTIONS

- As more people prefer modern advertising, companies need to invest more on modern advertising methods.
- Companies can invest more on Modern advertising methods
Meanwhile complete elimination of traditional advertising methods can affect the senior citizens.
- Traditional advertising needs to be more informative and updated as modern advertising.
- Companies can advertise a newly launched products through social media advertising as it gives more product awareness than the traditional advertising.
- As lot of people trust products recommended through modern advertising methods, mostly social media advertising, steps should be taken to prevent fraudulent activities to keep customer loyalty.
- Frequency and duration of advertisement through social media should be reduced or either skip option should be made compulsory for every ad.
- As many people regret purchasing products through social media advertising, companies need to ensure the quality of products advertised.

CONCLUSION

This investigation contributes to our understanding of how people of various age groups view the kind of advertising that they find most appealing. Regardless of their age, the respondents communicated through advertising what was most important to them when selecting a product. The majority of Respondents have stated their favourite platform for making a purchase, regardless of their wealth or gender. The majority of respondents said they no longer use conventional advertising methods. Additionally, a larger proportion of respondents frequently uses social media. Social media is where the majority of responders are exposed to the adverts. The respondents still read newspapers a lot more frequently than they watch television, and they are more likely to ignore commercials. Social media is the preferred platform for most of the respondents that seeks their attention and seems more trustworthy. From this project, it is identified that majority of the respondents opt for social media or modern advertising. But the study shows that traditional advertising cannot be entirely eliminated since we have taken the choices of senior citizens and middle-aged people into consideration.

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<http://www.researchgate.com>

ANNEXURE

SURVEY QUESTIONNAIRE

A comparative analysis on modern advertising and traditional advertising. The survey is being performed by Bharata Mata College, Thrikkakara III BCOM students ABHIJITH AJITH, SREEJITH M B, and AKSHAY ANTONY. We are working on a project called "Comparative Analysis of Modern Advertising and Traditional Advertising" as part of the curriculum. We guarantee that the information gathered for this purpose will be kept private and used only for research.

1. Name of the respondent.
2. Mention your gender
 - a. Female
 - b. Male
 - c. Prefer not to say
3. Which age group do you belong to
 - a. 15-25
 - b. 25-35
 - c. 35-45
 - d. 45 and above
4. Kindly indicate your employment status
 - a. Student
 - b. Unemployed
 - c. Employed
 - d. Self-employed
 - e. Retired

5. How often do you listen to radio?

- a. Very often
- b. Less often
- c. Not at all

6. How often do you use social media?

- a. Very often
- b. Less often
- c. Not at all

7. On which platform you mostly watch advertisements?

- a. Radio
- b. Printed media
- c. Television
- d. Social media

8. How often do you watch television?

- a. Very often
- b. Less often
- c. Not at all

9. Do you read newspapers?

- a. Yes
- b. No

10. Do advertisements influence you to buy products?

- a. Yes
- b. No

11. Do you have a tendency to skip advertisements?

- a. Yes
- b. No

12. Which mode of advertisement seeks your attention?

- a. Radio
- b. Printed media
- c. Television
- d. Social media

13. Do you trust products recommended through radio, television, newspaper?

- a. Yes
- b. No

14. if social media takes over newspaper, radio, television will that affect you?

- a. Yes
- b. No

15. Do you trust products recommended through social media?

- a. Yes
- b. No

16. Which mode of advertising do you trust more?

- a. Radio
- b. Printed media
- c. Television
- d. Social media

17. Which mode of advertising you find easy to remember?

- a. Radio
- b. Printed media
- c. Television
- d. Social media

18. Do you regret purchasing a product through social media advertising?

- a. Yes
- b. No

19. Which mode of advertising has more effect on your purchase decision?

- a. Radio
- b. Printed media
- c. Television
- d. Social media

20. Companies need to invest more on social media advertising than traditional advertising.

- Strongly agree

- Agree
- Neutral
- Disagree
- Strongly disagree

21. If you start your own company will you invest more on social media advertising?

- a. Yes
- b. No

22. If companies stops investing in printed medias will that affect the senior citizens?

- a. Yes
- b. No