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“A study on Advertising Effectiveness TV Vs Digital ADS”
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DECLARATION

I, Anamika Kumari hereby declare that the report for Comprehensive Project entitled "**A study on Advertising Effectiveness TV Vs Digital ADS**" is a result of my own work and our indebtedness to other work publications, reference, if any have been duly acknowledged.

Place: Vadodara

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Date;

INSTITUTE CERTIFICATE

It is certified that the Comprehensive Project Report titled **A study on Advertising Effectiveness TV Vs Digital ADS and research was carried out in association with Kantar India**, a globally renowned market research and data analytics firm specializing in media effectiveness, brand tracking, and consumer insights. Submitted in partial fulfilment of Master of Business Administration at Parul University, Vadodara by Ankur Kumar Enrolment No: 2406142000804 have been completed under my guidance. This certifies further that to the best of our knowledge the work reported here does not form part of any other project report or dissertation based on which a degree or award conferred on an earlier occasion on this or any other candidate.

Signature of the Students.

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Signature of the Guide;

Signature of the Director;

PREFACE

This research study titled "**A Study on Advertising Effectiveness: TV Vs Digital Ads**" has been undertaken to explore the evolving dynamics of advertising in the modern media landscape. With the rapid growth of digital platforms and the sustained presence of traditional television advertising, it has become imperative to understand their comparative effectiveness in reaching and influencing consumers.

The study aims to analyse key performance indicators such as reach, engagement, cost-efficiency, and return on investment (ROI) across both mediums. It also investigates consumer behaviour, brand recall, and the strategic preferences of advertisers in choosing between TV and digital channels.

This research has been conducted under the academic guidance and supervision of **Prof. Jayprakash Lamoriya**, a dedicated and insightful second-year MBA student at **Parul University, Vadodara**. Her keen interest in marketing analytics and media strategy has been instrumental in shaping the direction and depth of this study.

We hope this research contributes meaningfully to the academic and professional discourse on advertising strategies and provides valuable insights for marketers, media planners, and researchers.

ACKNOWLEDGEMENT

We would like to express our sincere gratitude towards everyone who has contributed to the successful completion of our comprehensive project undertaken with reference to **A study on Advertising Effectiveness Tv Vs Digital ADS.**

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ABSTRACT

Brands are increasingly using social media to connect with their intended audience and leave a positive impact. With the advent of digital platforms, marketing professionals have turned their attention to the effectiveness of advertisements to determine the most efficient and appropriate medium of communication in which to place their advertisements.

Companies are increasingly using Digital Ads and Television advertising to communicate with their customers, as the number of Digital Ads and Television viewers grows. However, only a few academics have investigated the impact of Digital Ads and Television advertising on customers' purchasing intent. In this research, I have conducted primary research through Google forms and analysed the responses.

TABLE OF CONTENT

Sr No.	PARTICULARS	Page no.
	PART – I GENERAL INFORMATION	7
	Introduction	8-9
1	About of Industry	9-16
2	Major Companies in the Industry	17-22
3	Total mode of advertising and product	23-29
	PART- II PRIMARY STUDY	30
4	Introduction To Study 4.1 Literature Review 4.2 Background of the Study 4.3 Problem Statement/ Rationale/ of the Study 4.4 Objective of the study 4.5 Hypothesis	31-41
5	Research Methodology 5.1 Research Design 5.2 Sources of Data 5.3 Data Collection Method 5.4 Population 5.5 Sampling Method 5.6 Sampling Frame 5.7 Date Collection Instrument	42-50
	Data Collection	
	Bibliography	

PART - I

GENERAL INFORMATION

INTRODUCTION OF INDUSTRY

Imagine a television show, a newspaper, or a radio station without commercials! No one can ever imagine something like this. Advertising has a significant impact on the lives of customers. If a product or service is not advertised, no customers will know what products are manufactured and obtainable and will not purchase it, even if it is beneficial to them.

Another benefit of advertising is that it assists people in finding the best items for them self, their children, and their families. When they learn about the variety of products available, they can compare them and make purchases so and they get exactly what they want after spending their hard-earned money. Advertising is the most effective means of reaching out to customers. Customers are better informed about the products available in the market and the diversity of goods obtainable to them thanks to advertising. Everyone, including children, young and old, is exposed to advertising. It is accomplished with multiple media types, as well as the most appropriate techniques and methods. Introduction to advertising on Digital Ads

In an era where everything is everything from doing something as simple as using a calendar to doing something as technical as coding on mobile phones, it is important for marketers to keep rapidly upgrading their advertising tactics.

The circulation of a company's notifications to their intended audience is heavily reliant on social media platforms (Rodriguez, 2017). Since the rise of digital platforms, channel selection has become a key area of research for marketers are looking to determine the most effective and precise means of communicating a message.

Digital Ads, which is owned by Google and was founded in 2005, is an online video sharing and social media platform. With over one billion monthly users watching more than one billion hours of videos per day.

Digital Ads exemplifies what ordinary people have to say. It questions the beliefs of a broad Audience It is more crucial than a social media site; it is more than a channel of communication; it is more than a venue for originality; it is more than a place for semi- private communication; though it is all of these factors but also includes anything and everything from how to fix a leak, how to cook a meal, exercises to lose fat, how to apply makeup, how to build a plane, etc.

Digital Ads is a diverse platform which can be used for advertising, archivists work, schooling, enjoyment, journalism, mass discourse, culture and art, spirituality, healthcare, military, fan bases, interpersonal interactions, and observation, amongst other things (Soukup, 2014). Since this platform is so diversified, it is contended that communication theories need to be reconfigured to analyze this ever-changing platform.

CHAPTER 1

ABOUT THE INDUSTRY

1.1 OVERVIEW OF INDUSTRY

Online video advertising is an important part of Google's Digital Ads monetization strategy. Adverts were shown on over 3 billion digital Ads views per week in 2012. Seeing as digital Ads advertising has grown in importance, not only in terms of revenue but also in terms of brand perceptions (Pashkevich, 457). For businesses, digital Ads marketing could be a daunting tool. It manages to combine one of the most resource-intensive forms of media, video, with a strategic principle, SEO.

Introduction to advertising on Television Think back to the time you first started watching television and now, just approximately, how many advertisements do you remember watching? Advertisements which had a major impact on your mentality as you grew up? An advertisement has a significant impact on a person's mind. This can have long-term consequences for youth, society, the economy, and daily life in some cases. The advertisements are intended to increase the market for a product or to raise public awareness. The United States Federal Communications Commission (FCC) issued commercial licenses to ten US stations in the early 1940s, and television advertising was born. The industry quickly grew into a money-making behemoth as TV technology advanced—with color pictures, more channels, and increased distribution. (Wallace, 2019).

In India, it was first televised on an experimental basis in 1959, and commercial broadcasting began in 1976. Its distinguishing characteristics are the scientific synchronization of sound, light, motion, color, and immediacy and the transmitting stations in India were Door darshan and Kendras. Marketers were tuning in to this breakthrough medium almost as soon as the magic of moving pictures was in every modern household. An idea for them to communicate with customers through the use of images,

sound effects, and even more succinct story – telling. Television advertising was born as a result of the drooling of creative capitalists.

Animation is one of the most popular modern advertising formats because it can last longer than any other demonstration and can also be turned into a mini-series, allowing viewers to discover new details with each episode. Not only is this the most effective way to draw attention to a product, but it is also a critical opportunity to positively influence potential customers.

1.2 OVERVIEW OF THE WORLD MARKET

Television ads do not result in immediate sales, its influence on the audience frequently persuades viewers to acquire the products and services advertised throughout the commercial. Television advertising allows companies to share their advertising materials in a convincing manner that is based on action, video, and audio content, whether on a regional or national level. The process of digital ads involves several steps, including:

Identifying your target audience: Understanding your target audience's demographics, interests, and preferences helps you create ads that are relevant and effective.

Setting goals: Define goals for your campaign, such as increasing brand awareness, driving sales, or generating leads.

Optimizing for mobile: Make sure your ads work well on different devices and screen sizes. Location-based targeting: Use location data to create targeted campaigns for specific geographic areas.

Testing and analyzing: Experiment with ad formats, targeting options, and creative elements to find the most effective combination.

Staying updated: Keep up with industry trends and changes to adapt your strategy. Competitor analysis: Understand what your competitors are doing so

you can develop strategies to stay ahead. The process of making a TV ad involves several steps, including: Defining your audience: Identify your target audience and how to best engage them. Writing a script: A good script will help you create a compelling story that sells your product or service. Choosing a platform and ad format: Decide on the best platform and ad format for your campaign.

Conducting market research: Research the market to help you create your ad. Crafting a message: Create a memorable message that will resonate with your audience. Gathering creative assets: Gather the creative assets you'll need for your ad. Shooting the commercial: Shoot the commercial, making sure to promote your product as much as possible. Fact-checking: Fact-check all information in your commercial to ensure it's accurate. Adding legal disclaimers: Add legal disclaimers to specific commercials. Measuring your ad: Measure the success of your campaign to ensure it's following an optimal plan. Onboarding with a production company.

1.3 HISTORY OVERVIEW

The first legal TV commercial aired on July 1, 1941, on NBC, and was for Bulova watches: When: Aired on July 1, 1941 in New York City What: A 10-second black and white commercial with a static graphic and a live voiceover that said, "America runs on Bulova time" Who: Bulova, an American watch manufacturer that was also the first company to advertise on the radio in 1927 Cost: Bulova paid between \$4 and \$9 for the commercial, with \$5 going to the station and \$4 to the airtime Audience: Fewer than 4,000 households watched the commercial Other milestones in the history of TV advertising include: 1949: The world's first infomercial featured Vitamix 1953: Seiko watches brought TV advertising to Japan 1955: Gibbs SR toothpaste was

featured in the United Kingdom 1970s: The style of TV advertising changed, with viewers being invited to share in the lifestyles of the characters using the product The History of Commercials and TV Advertising Infographic.

1.4 CHARACTERISTICS OF ADVERTISING

Advertising is a paid form of communication. The space and time for advertisements are brought from media. It is a non-personal presentation or communication. There is no personal contact in advertising. It focuses on a large number of customers and uses mass media covering large audiences such as newspapers, magazines, television and internet.

Persuasion and Exchange: The nature of advertising is persuading and attracting customers who bring in money for exchange for the product or service. Advertisements aim to persuade customers in a certain way. The basic nature of advertising is persuasion and exchange Mass Communication: The basic purpose of advertising is to give information, to attract attention, to create awareness and finally to influence the buying behaviour of the consumers. It facilitates mass communication of products and services offered by a firm. It helps in large scale marketing of goods and services.

Dependence on Media: For advertising, advertisers use various media favored by the target audience. Traditionally, media such as television, radio, and newspapers were used for advertising. But in the modern times, media such as internet and mobile phone are also used by the advertisers. Social networking sites are the focus of most of the companies for online advertising.

Paid form of Communication: Advertising is a form of paid communication. The firm has to pay the media for advertising its products or services.

1.5 CONCLUSION

The research study titled "A Study on Advertising Effectiveness: TV Vs Digital Ads" offers valuable insights into the shifting paradigms of media consumption and advertising strategy. In an era where digital platforms are rapidly gaining dominance, this study critically evaluates the comparative strengths and limitations of traditional television advertising versus digital advertising. Through data analysis, consumer behavior insights, and media performance metrics, the study highlights the growing preference for digital ads due to their precision targeting, cost-effectiveness, and measurable impact.

The advertising industry in India, which forms the backdrop of this study, has evolved remarkably over the decades. From its origins in print media during the colonial era to the explosion of television advertising in the 1980s and the digital revolution of the 21st century, the industry has consistently adapted to technological and cultural shifts. Today, it is characterized by diversity, creativity, and innovation, serving a multilingual and multifaceted consumer base. With a projected growth rate of over 11% annually, the industry is poised to become one of the largest in the world, driven by mobile internet penetration, e-commerce expansion, and data-driven marketing strategies.

In conclusion, this project not only sheds light on the effectiveness of different advertising mediums but also underscores the dynamic nature of the Indian advertising industry. It serves as a resource for marketers, media planners, and students alike, offering both academic and practical perspectives on how advertising continues to shape consumer engagement in a rapidly evolving digital age.

CHAPTER 2

MAJOR COMPANY IN THE INDUSTRY

2.1 SOCIAL MEDIA ADVERTISING AGENCIES

The major companies in the industries and Benefits of advertising on Digital Ads In research led by, it was concluded that customers do not feel compelled to provide feedback when it comes to advertising. People also tend to perceive the message on a social media site like Digital Ads, where the most important cues are presented, and thus do not feel compelled to comment or provide responses. Companies can use these factors in determining where their advertising investments are most cost effective, as well as where their message will be best interpreted and perceived.

Comprehensive research was done by (GUPTA & SINGH, 2017) to study about the benefits of Digital Ads advertisement. It was assessed that with Digital Ads rising popularity and the quantifiable benefits and effectiveness that brands can achieve by producing and sharing video content on Digital Ads, it wouldn't be wrong to say that it's nearly impossible for marketers to ignore the platform's growing popularity or the tangible incentives and potency that brands can accomplish by creating and posting video content on Digital Ads.

(Aziza & Astuti, 2018) Interpreted in their research the effect of Digital Ads advertising

towards young customers' purchase intention. They discussed that consumers thought the advertisements on Digital Ads had the ability to inform them about alternative goods and/or services, which could lead to customer satisfaction. Advertising value was unaffected by customization as a positive predictor. Irritation had no effect on advertising value as a negative predictor. This implies that users do not consider the advertisements to be frustrating or manipulative.

2.2 SEARCH ENGINE ADVERTISING

In a research conducted by (Edwin, Tarnongo, & Alakali, 2013), it was comprehended that it is undeniable that television advertisements have a significant impact on children's attitudes and behaviors. These effects go far beyond simply shifting product preference from one brand to the other. Even the most intelligent adult can be influenced by effective television commercials. As a result, youth who are unable to attribute persuasive intent to television advertisements are particularly vulnerable to these effects.

(Ahmad, Saeed, Ahmad, & Ashraf, 2013) In their research, comprehended that T.V. commercial with celebrity endorsements help customers remember the advertised brand or product because they associate the brand with the celebrity and can conveniently register the product. TV advertising also aids in the creation of Top-of-Mind Awareness for a company and aims to improve memorability.

In a study by (Patra, Dash, & Patnaik, 2017), it was assessed that the market turbulence surrounding digital advertising and marketing has a partial, but not complete, impact on young consumers. The study shows that television's importance is not diminishing. Marketers in the modern era of marketing are perplexed about how to allocate budgets to various media vehicles. In this regard, the current study suggests that television advertisements can help to clarify things in terms of awareness and interest, as well as modify consumer attitudes.

2.3 OTT ADVERTISING PLATFORM

Advertising on Digital Ads v. Television An evaluation of the Return on Investment (ROI) of both advertising on Digital Ads and Television was done

by (corona, 2017). It was concluded that in a rapidly changing market, marketing professionals and advertising agencies have a huge opportunity to gain a competitive advantage. They will require data access and the ability to move swiftly. For the very first time, Google can also provide marketing spend data for media mix models across channels such as display, search, and Digital Ads formats. Digital Ads has a 77 percent greater return on equity than television. (Weibel, 2019) Assessed that advertising on television has a greater immediate impact on the addressee than advertising on Digital Ads: it generates more interest and positive emotions. This consequence does not manifest on a conscious level in the long run, but it is still efficient on an instinctual level. As a result, we conclude that television advertising remains the better option for advertisers, at least as long as Digital Ads's coverage does not exceed that of traditional television.

Dan-Cristian Dabija and Prof. Dr. Dr. h.c. Horst Todt Year: 2009:- Advertising is one of the most common and frequently used means of communication of the supply side in order to address the demand side. It is not just dominant but more or less in line with sales promotion, fairs and exhibitions, sponsoring, direct marketing. All these instruments have their position within strategic scheduling of firms and serve both the general operational goals and addressing the target groups. In order to attract the attention of target groups and to intrude into the minds of consumers modern media have developed unconventional methods, and nonconformist contents. These forms of advertising comprise Ambient Media, Tattooadvertising, Foodvertising, Sandvertising, Advergaming, Mobile and Pixel Advertising. Another challenging way of advertising “even within a classical framework

Muhammad Aqsa and M. Risal Year: 2015 The rapid development of technology today makes Internet users continue to increase. This is

supported by the ease of internet users access the internet either 9 through a PC, laptop, mobile phones, tablets and other media. The increase in Internet users this makes the internet into a proper promotion using online advertising. The study was conducted on students of public and private universities in the city of Makassar. The method used was a quantitative analysis using the technique of purposive sampling method with a sample of 340 people. Testing this hypothesis using structural equation modelling (SEM). The results showed that online advertising has an influence on consumer attitudes online. Dimensions interactivity of online advertisement provides the highest influence on the attitudes and interests of

David Weibel¹, Roman di Francesco, Roland Kopf, Samuel Fahrni, Adrian Brunner, Philipp Kronenberg, Janek S. Lobmaier¹, Thomas P. Reber, Fred W. Mast¹ and Bartholomäus Wissmath. Year: 2019

In an experiment, effects of commercials that are either shown within a TV program or embedded in Digital ads videos were compared. These two media environments have not yet been compared empirically in terms of their advertising impact. A within-subjects design and a multi-method approach were used. Eye tracking data show that more attention is allocated to advertisements that appear within a TV program compared to the Digital ads-condition and the viewing experience elicited more positive emotions in the TV-condition.

The use of moving images outside the TV set is steadily increasing. Since its launch in 2005, Digital ads provides moving images to a wide audience and has established itself as the most successful and most visited online video-sharing service.

Purisima Borah, Erika Fowler and Travis Nelson Ridout Year: 2018 Few studies have examined political content on Digital ads, especially in comparison to the traditional television spots. Relying on both audience- and platform-Based theories, we develop expectations of differences in content

between political ads posted online and aired on television. We use content analysis to compare both online political ads and televised political ads from the 2012 presidential campaign, relying upon data from Digital ads and the Wesleyan Media Project. We find that negative ads are more likely to be sponsored by groups than candidates on both television and Digital ads. Online ads are less negative and less policy focused. By comparing ads made for TV uploaded to Digital ads and those only on Digital ads, we find that there is no difference in viewership between the two types, but online ads are more likely to be shared.

CHAPTER 3

TOTAL MODE OF ADVERTISING AND PRODUCTS

3.1 PRINT ADVERTISING

Print advertising refers to promotional content published in physical formats such as newspapers, magazines, brochures, leaflets, and posters. Despite the rise of digital media, print advertising remains a powerful tool, especially for targeting local audiences and building brand credibility. One of the key strengths of print advertising is its tangible nature. Readers often perceive printed material as more trustworthy and authoritative compared to digital ads. This makes it particularly effective for industries like real estate, education, healthcare, and luxury goods, where trust and reputation are crucial.

Print ads can be highly targeted based on the publication's readership. For example, a luxury watch brand may choose to advertise in a premium lifestyle magazine, while a local coaching center might opt for a regional newspaper. The ability to choose specific publications allows advertisers to reach niche audiences with precision. Design plays a vital role in print advertising. A well-crafted ad with compelling visuals, clear messaging, and a strong call-to-action can capture attention and drive consumer interest. Unlike fleeting digital ads, print ads often have a longer shelf life—magazines and newspapers may be read multiple times or passed along, increasing exposure.

However, print advertising does have limitations. It lacks the interactivity and real-time analytics of digital platforms. Measuring ROI can be challenging, and production costs may be

higher, especially for full-color or large-format ads. In summary, print advertising is a classic marketing tool that continues to offer value in today's media landscape. When used strategically—especially in combination with digital efforts—it can enhance brand visibility, reinforce messaging, and connect with audiences in a meaningful way.

3.2 TELEVISION ADVERTISING

Television advertising is one of the most powerful and traditional forms of mass communication used by businesses to promote products, services, or brands. It involves broadcasting commercials during scheduled TV programs, reaching millions of viewers across diverse demographics.

The key strength of television advertising lies in its visual and emotional appeal. Through a combination of audio, video, and storytelling, TV ads can create strong brand recall and influence consumer behavior. This makes it ideal for launching new products, building brand image, and creating buzz during major events like sports tournaments or festivals.

TV advertising offers broad reach, making it suitable for mass-market products such as FMCG goods, automobiles, and mobile phones. Advertisers can choose specific time slots and channels based on their target audience—for example, kids' products during cartoon shows or luxury items during prime-time news.

However, television advertising is also expensive, especially during peak hours or on popular channels. It requires significant investment in production and airtime. Moreover, measuring direct ROI can be challenging compared to digital platforms.

Despite the rise of online media, television remains a trusted and influential medium, especially in regions with high TV penetration and limited internet access.

3.3 SOCIAL MEDIA ADVERTISING

Social media advertising refers to paid promotional content displayed on platforms like Facebook, Instagram, LinkedIn, Twitter (X), YouTube, and Snapchat. It has revolutionized the way businesses connect with their audiences by offering highly targeted, interactive, and measurable campaigns.

Unlike traditional advertising, social media ads allow brands to reach specific demographics based on age, location, interests, behavior, and even online activity. This precision targeting ensures that ads are shown to users most likely to engage or convert.

Social media ads come in various formats—image posts, video ads, carousels, stories, reels, and sponsored content. Platforms also offer tools for A/B testing, performance tracking, and retargeting, making it easier to optimize campaigns in real time.

For example, a fashion brand can run Instagram ads targeting young adults in metro cities, while a B2B company might use LinkedIn ads to reach decision-makers in specific industries.

The cost-effectiveness and viral potential of social media advertising make it ideal for startups, SMEs, and large enterprises alike. However, success depends on creative content, audience understanding, and continuous monitoring. In today's digital-first world, social media advertising is not just an option—it's a necessity for brands aiming to stay relevant and competitive.

3.4 SEARCH ENGINE ADVERTISING

Search Engine Advertising (SEA), also known as Pay-Per-Click (PPC) advertising, is a form of digital marketing where businesses pay to display ads on search engine results pages (SERPs), primarily on platforms like Google Ads and Bing Ads.

What makes SEA powerful is its intent-based targeting. Ads are triggered by specific keywords that users search for, meaning the audience is already interested in the product or service. For example, a user searching for “best AC repair in Surat” may see a sponsored ad from a local service provider at the top of the results.

Advertisers bid on keywords relevant to their business, and the ad's placement depends on factors like bid amount, ad quality.

The model is typically pay-per-click, meaning advertisers only pay when someone clicks on their ad.

Search engine ads can appear as:

- Text ads at the top or bottom of search results.
- Shopping ads with product images and prices.
- Local service ads for nearby businesses.

SEA offers measurable ROI, fast visibility, and flexibility in budget control. However, competition for high-value keywords can be expensive, and success requires continuous optimization of keywords, ad copy, and landing pages.

3.5 OTT ADVERTISING

OTT (Over-The-Top) Advertising refers to promotional content delivered via streaming platforms that bypass traditional cable or satellite TV. These platforms include Hotstar, Netflix (ad-supported), Amazon Prime Video, Zee5, SonyLIV, and others. OTT ads are shown before, during, or after video content and can be in the form of short commercials, banners, or interactive formats.

OTT advertising is gaining popularity due to the shift in viewer behavior—more people now consume content on-demand via mobile devices, smart TVs, and laptops. This allows advertisers to reach audiences who are increasingly disconnected from traditional TV.

One of the biggest advantages of OTT advertising is precise targeting. Brands can segment audiences based on age, location, interests, viewing habits, and even device type. For example, a fitness brand can target health-conscious viewers watching workout videos on a streaming app.

OTT ads also offer measurable performance, including impressions, views, completion rates, and engagement metrics—making them ideal for data-driven campaigns. While OTT advertising can be more expensive than social media ads, it provides premium visibility and is especially effective for storytelling and brand-building. In today's digital-first world, OTT advertising is a strategic tool for brands aiming to connect with modern, tech-savvy consumers.

PART- II

PRIMARY STUDY

CHAPTER 4

OBJECTIVE OF STUDY

Examine the impact of marketing strategies (e.g., advertising, social media, promotions) on consumer behavior and brand loyalty in the ADS sector.

Assess the role of cultural and social factors in shaping consumer perceptions and choices related to Television Ads and Digital Ads Investigate the growing trend towards ADS and how it affects consumer preferences and demand.

Evaluate the influence of environmental and ethical considerations on consumer purchasing behavior by looking ADS and Identify emerging trends in consumer behavior, such as a preference for sustainable and locally sourced ingredients, and how they impact digital ads and TV ads.

4.1 LITERATURE REVIEW

4.1.1 General Advertising Industry

- A wide body of literature explores the impact of advertising on consumer behaviour, effectiveness of different formats, and the evolution of advertising strategies. Eisend & Tarrahi (2016) conducted a meta-meta-analysis of 324 studies, confirming advertising's effectiveness across cognitive, emotional, and behavioral dimensions.
- Atharva Jahagirdar & Heena Morankar (IJRAR) emphasized how advertising influences consumer attitudes and purchasing decisions, highlighting the need for audience-specific strategies. Yang Feng (2025) reviewed two decades of AI in advertising,

identifying emerging trends like AI-generated content and ethical concerns.

4.1.2 Search Engine Advertising

Search engine advertising (SEA) is a critical area in digital marketing, focusing on keyword strategies, bidding models, and ROI.

- Jafarzadeh et al. (2015) conducted a systematic review of 101 SEA papers, categorizing research into four themes: keyword auctions, ad effectiveness, user behavior, and platform dynamics.
- Şahin & Dirsehan (2023) identified five clusters in SEM research: SEO, paid ads, keyword auctions, digital marketing traits, and destination targeting.
- Hidayah et al. (2025) proposed a conceptual framework linking SEM variables and highlighted gaps in regional research.

4.1.3 OTT Advertising

OTT platforms have transformed media consumption and advertising strategies. Ghosh & Jha (2025) conducted a systematic literature review of 42 studies, focusing on viewer engagement with OTT ads. They found that AI-driven recommendations, content relevance, and interactive formats significantly enhance ad effectiveness.

Key findings:

- Personalization is critical for viewer retention.
- Call-to-action (CTA) and creative storytelling boost engagement.
- Ad fatigue and privacy concerns are emerging challenges.

The review also highlights the fragmented nature of OTT research and calls for more empirical studies on ad impact, subscription behaviour, and cross-platform integration.

4.2 BACKGROUND OF THE STUDY

Advertising plays a pivotal role in shaping consumer perceptions, driving brand awareness, and influencing purchasing decisions. Traditionally, television advertising has been the dominant medium due to its wide reach, visual appeal, and ability to convey emotional narratives. However, with the rapid growth of internet penetration, mobile usage, and social media platforms, digital advertising has emerged as a powerful alternative, offering precision targeting, real-time analytics, and cost efficiency.

In recent years, businesses have increasingly shifted their advertising budgets from TV to digital platforms such as YouTube, Facebook, Instagram, and OTT services. This transition is driven by changing consumer behavior—especially among younger demographics—who prefer on-demand content and personalized experiences. Despite this shift, television still holds significant influence, particularly in rural and semi-urban areas where digital access may be limited.

The effectiveness of advertising is often measured through metrics such as reach, engagement, recall, conversion rates, and return on investment (ROI). While TV ads offer mass visibility, digital ads provide measurable interactions and audience segmentation. This

study aims to compare the effectiveness of TV and digital ads across these dimensions, exploring how each medium influences consumer behavior, brand perception, and purchase intent.

Understanding the comparative impact of these advertising channels is crucial for marketers, media planners, and brand strategists to optimize their campaigns and allocate budgets effectively in a rapidly evolving media landscape. This study aims to explore the comparative effectiveness of TV and digital ads by analysing consumer responses, campaign performance metrics, and contextual factors such as geography, age group, and product category. The findings will help marketers and media planners make informed decisions about budget allocation, media mix strategies, and content development in a rapidly evolving advertising ecosystem.

4.3 PROBLEM STATEMENT/RATIONALE OF THE STUDY

Key Points

1. Changing Media Landscape

Advertising is shifting from traditional platforms like TV to digital media due to evolving consumer habits and technology.

2.Rise of Digital Advertising

Digital platforms offer personalized targeting, real-time analytics, and cost-effective campaigns, attracting more advertisers.

3.Continued Relevance of TV Ads

Despite digital growth, TV remains influential in rural areas and among older demographics due to its mass reach and emotional appeal.

4.Need for Comparative Analysis

There is limited research comparing the effectiveness of TV and digital ads across different consumer segments and marketing goals.

5.Marketng Budget Allocation Challenge

Businesses struggle to decide how to allocate advertising budgets between TV and digital platforms for maximum impact.

6.Consumer Behaviour Insights

Understanding how consumers respond to each medium is essential for designing effective campaigns and improving ROI.

4.4 OBJECTIVES OF THE STUDY

- 1. To compare the effectiveness of television and digital advertisements**
 - Evaluate how each medium performs in terms of reach, consumer recall, engagement, and conversion rates.
- 2. To analyse consumer behavior across different advertising platforms**
 - Understand how consumers respond to TV ads versus digital ads based on factors like age, location, education, and media habits.

3. To assess the return on investment (ROI) for TV and digital advertising campaigns

- Measure cost-effectiveness, lead generation, and sales impact of both formats.

4. To identify the strengths and limitations of each advertising medium

- Explore the emotional appeal, targeting capabilities, flexibility, and content delivery of TV and digital ads.

5. To examine the influence of geographic and demographic factors

- Investigate how urban vs rural audiences and different age groups perceive and engage with TV and digital ads.

6. To evaluate the role of technology in enhancing digital ad effectiveness

- Study how AI, data analytics, and personalization tools contribute to better targeting and engagement in digital advertising.

7. To provide strategic recommendations for media planning and budget allocation

- Help marketers and advertisers decide the optimal mix of TV and digital advertising based on campaign goals and audience profiles.

8. To explore consumer preferences and trust levels between traditional and digital ads

- Understand which medium consumers find more credible, engaging, and persuasive.

4.5 HYPOTETHIS

H1: Digital advertisements result in higher consumer engagement than television advertisements.

- *Rationale:* Digital platforms offer interactive features such as likes, shares, comments, and clickable links, which are absent in traditional TV ads.

H2: Television advertisements have a stronger emotional impact and brand recall among older and rural audiences compared to digital ads.

- *Rationale:* TV ads are often more immersive and trusted in regions or demographics with limited digital exposure.

H3: Digital advertisements provide a higher return on investment (ROI) than television advertisements.

- *Rationale:* Digital ads allow precise targeting, real-time analytics, and cost control, which can lead to more efficient budget utilization.

H4: Consumer preference for advertising medium varies significantly based on age, location, and media consumption habits.

- *Rationale:* Younger, urban audiences are more inclined toward digital content, while older or rural consumers may prefer traditional TV.

H5: The effectiveness of advertising is influenced by the type of product being promoted.

- *Rationale:* Certain products (e.g., FMCG) may perform better on TV due to mass reach, while niche or tech products may benefit more from digital targeting.

H6: Personalized digital ads lead to higher purchase intent compared to generic TV commercials.

Rationale: Personalization increases relevance and consumer connection, which can drive conversions.

CHAPTER 5

REASEARCH METHODOLOGY

5.1 RESEARCH DESIGN

The research design for this study is descriptive and comparative in nature. It aims to systematically examine and compare the effectiveness of television and digital advertisements in influencing consumer behaviour.

- Descriptive Design is used to gather detailed information about consumer preferences, ad recall, engagement, and purchase intent related to both TV and digital ads.
- Comparative Design helps in analysing the differences in effectiveness between the two advertising mediums across various demographic groups such as age, location, and media usage patterns.

This design allows the researcher to:

- Collect both quantitative and qualitative data.
- Use structured questionnaires to gather primary data from a diverse sample.
- Analyse the data statistically to draw meaningful comparisons and conclusions.

The research design ensures that the study remains focused, objective, and aligned with its core objectives—providing actionable insights for marketers and advertisers.

5.2 SOURCES OF DATA

1. Primary Data Sources

- Structured Questionnaires: Distributed to a sample of consumers who have been exposed to both TV and digital advertisements.
- Online Surveys: Conducted via platforms like Google Forms or SurveyMonkey to collect responses from urban and digitally active users.
- Offline Surveys: Paper-based surveys for rural or less digitally connected respondents.
- Target Respondents: Individuals from various age groups, income levels, and geographic locations (urban and rural).

2. Secondary Data Sources

- Industry Reports: Data from advertising agencies, media houses, and market research firms (e.g., Nielsen, Statista, Kantar).
- Academic Journals: Peer-reviewed articles and case studies related to advertising effectiveness, consumer behavior, and media trends.
- Government & Regulatory Bodies: Reports from TRAI (Telecom Regulatory Authority of India), IAMAI, and other relevant institutions.
- Digital Analytics Tools: Insights from platforms like Google Ads, Facebook Ads Manager, and YouTube Analytics.

5.3 COLLECTION DATA METHOD

1.Primary Data Collection

- Method Used: Structured Questionnaire (Google Forms & Printed Surveys)
- Type of Questions: Closed-ended, Likert scale (1–5), and multiple-choice
- Target Respondents: Consumers aged 18–55+ who have been exposed to both TV and digital advertisements

